

Yasser ALAOUI

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34 years old
Driving License B

Sr. Product Manager

Work Experience

Senior Product Manager

Idemia Secure Transactions – Courbevoie, France – Full Time – October 2023 – current Job

Product lines: integrated eUICC, IoT Connectivity

- Align product business requirements with market trends and the latest GSMA specifications.
- Product timelines, budgets, and resources management with the PMO.
- Key product marketing collaterals (e.g., value propositions, customer-facing decks, and white papers) creation to support product positioning and go-to-market initiatives.
- Trainings and webinars for presales and sales teams on product portfolio to drive alignment and excellence.
- Product development monitoring and market performance, through business KPIs to inform product strategic decisions.

Product Line Manager

Sequans Communications – Colombes, France – Full Time – October 2022 – October 2023

Product lines: integrated eUICC, LTE-M/NB-IoT chipsets/Modules, LwM2M FOTA Service.

- Defined product business requirements, aligned R&D development processes, and drove the products market launch.
- Worked in collaboration with sales teams to address customer demands and align solutions with business objectives.
- Managed relationships with suppliers, customers, and carriers to optimize collaboration and business performance.
- Led product certification processes for regulatory, 3GPP, and Carriers to ensure compliance and market readiness.

IoT Product Manager

Orange Business Services – Arcueil, France – Full Time – July 2019 – September 2022

Product portfolio : (e)UICC, Device management.

- Led comprehensive market analysis, crafted value propositions, and drove the strategic execution of the product roadmap.
- Developed and refined marketing materials to enhance communication strategies and support internal training initiatives.
- Collaborated with sales teams to respond to RFPs/RFQs ensuring alignment with customer needs and business objectives.
- Product performance assessment, leveraging key metrics to inform strategic decisions and drive business growth.

Project Manager

Orange France – Arcueil, France – Full Time – September 2014 to June 2019

- Led cross-functional projects collaborating with technical, network, and IT teams to ensure successful execution.
- Managed project plan: project schedule, budgets, resources, and risk mitigation strategies.
- Coordinated efforts between internal and external technical teams, collaborating with French MNOs and regulatory bodies.

Skills

Engineering

- IoT networks: LTE-M, NB-IoT, 5G (e)Redcap
- IoT platforms: eSIM/iSIM, Connectivity and device management.
- IoT protocols: MQTT, CoAP, LwM2M

Standards & methods

- Standards: 3GPP, GSMA eSIM M2M, Consumer and IoT.
- Methods: PMI-PMP, Agile, ITIL.
- Tools: JAMA, JIRA, Confluence, Figma

Soft skills

- Demonstrates flexibility and thrives in dynamic, fast-paced environments.
- Comfortable collaborating within diverse, international teams.
- Good communication, interpersonal, and leadership skills.

Educational Background

Product Management Certification – Institut Supérieur du Marketing (ISM)

March 2020 to September 2020

Master 2 – Management of Information Systems – ESIEE-IT (ITESCIA)

September 2014 to September 2015

Engineering degree – Telecommunications – SeaTech (ISITV)

September 2012 to June 2014

Master 1 – Telecommunications & Networks – EMSI Rabat

September 2008 to June 2012

Languages & leisure

Language: Arabic (mother tongue), French (Fluent), English (Fluent).

Leisure: Fitness, Football (Professional Football License since 2018), travel.