



# AURELIE CAILLETEAU

## HEAD OF PRODUCT

**B2B SaaS • AI-ENABLED PRODUCT STRATEGY  
10+ YEARS IN PRODUCT LEADERSHIP**

### PROFILE

I help structure digital products and transform complex, technically-driven solutions by balancing business priorities, operational challenges and user needs.

Over the last two years, building and launching a mobile product from scratch has reinforced an AI-enabled approach to product discovery, iteration and go-to-market workflows. I am now looking to join a company where AI is not simply a feature, but a strategic capability embedded in the way teams build, learn and make decisions.

### CONTACT

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### LANGUAGES

- English (Bilingual)
- French (Native)

### EXPERIENCE

**FRAIS POUR VOUS • Co-founder / Product Lead  
Self-employed • July 2024 - Present**

Designed and launched a marketplace application from scratch in a startup environment.

- Built the mobile application in a no-code/cloud environment
- Used AI tools (ChatGPT, Claude) daily to accelerate product discovery, user journey design, iteration cycles, messaging and go-to-market activities
- Developed partnerships with local stakeholders and public organisations to support product adoption

#### Selected Contribution:

- Acquired 1,000+ users within a few months without national marketing campaigns

**DSNTY FRANCE • Cloud-based SaaS telco provider  
€50M revenue in 2022 • Lyon, Paris, Tours**

**Marketing & Product Director France • 2022 - 2024**

- Established and led a new Product and Marketing organisation following the merger of 3 entities (~20 staff)
- Rationalised product portfolios within a complex B2B and B2B2B SaaS environment
- Contributed to defining a single UCaaS offering across 5 European markets, balancing local market requirements, system constraints and group standardisation

#### Selected Contribution:

- Simplified bespoke offerings through a modular approach balancing standardisation and market-specific needs

## EDUCATION

MBA Marketing, 2003,  
Coventry University, UK  
Bachelor European  
Engineering and Business  
Management, First Class,  
2002, Coventry University

## CERTIFICATION

Agile Product Owner  
Certification • 2019

## KEY STRENGTHS

- Cross-functional leadership and ability to unite multi-disciplinary teams around shared goals
- Solving complex problems across business, user and technical constraints
- Creativity applied to product design, user experience and messaging
- Communication, empathy and simplification in technical environments

## **OPEN IP • B2B2B SaaS telco aggregator**

€10M revenue in 2016 • Paris, Tours

### **Marketing & Product Director • 2016 - 2022**

- Led Product, Engineering and Marketing teams (10 staff)
- Led the transformation of a flagship product (SIP Trunk Touch) into a scalable self-service platform
- Redesigned technical infrastructures to support availability, scalability and service automation

#### Selected Contribution:

- +20% YoY revenue growth • 80% reduction in production time • 99.98% availability

## **FUTUR TELECOM • Telco provider for SMBs through an indirect channel network (SFR subsidiary)**

€80M revenue in 2015 • Marseille, France

### **Product & Pre-sales Manager • 2015 –2016**

### **Product Marketing Manager • 2012 –2015**

- Designed and launched a UCaaS offering (Futur 3D) within a B2B2B SaaS environment
- Led product definition including requirements gathering, supplier selection, pricing, packaging and go-to-market strategy
- Coordinated partners and technical stakeholders to build an industrialised and scalable offering

#### Selected Contribution:

- Reached 300 new users/month within 6 months of launch

## **MAILINBLACK • Email security software provider**

### **Marketing Manager • 2010 –2012**

- Redefined product positioning and launched a new offering based on market feedback

## **BLACKBAUD EUROPE LTD, CRM and ticketing software provider • €14M revenue in 2009 • London, UK**

### **Market Development Manager • 2008 –2010**

- Reshaped an enterprise CRM offering into a more accessible self-service SMB model