

CÉDRIC POIRIER

Toulouse, France · Hybrid / EU remote

Head of Product

Platform · Observability · IoT · B2B SaaS

LinkedIn: [cedricpoirier](#)

Portfolio: [cedricpoirier.eu](#)

Product leader with 12+ years building and scaling products across mobile, SaaS, industrial IoT, and cloud platforms. Combines strategy, product operations, and go-to-market execution to turn complex platforms into revenue-bearing offers. Best fit: Head of Product, Product Director (SME), Group Product Manager, Lead Product Manager.

SELECTED EXPERIENCE

OVHcloud — Lead Product Manager | Nov 2022 – Present · Toulouse / hybrid

Core products: observability, identity and security

- Led the launch of OVHcloud Logs, coordinating product strategy, roadmap, team management, and stakeholder alignment.
- Drove +50% MRR growth across the service lifetime, establishing observability as a meaningful portfolio pillar.
- Structured the operating model across observability, IAM, and encryption with governance, OKRs, and end-to-end product team practices.
- Led discovery and design for Metrics, now in deployment and better positioned as a portfolio case than a resume KPI.

Allonia — Head of Product Marketing | Nov 2021 – Oct 2022 · Paris

Sovereign AI-as-a-Service / ML platform

- Defined the positioning, pricing story, GTM, and sales enablement for a sovereign AI platform serving regulated markets.
- Ran a focused brand and lead-generation plan across 6 events with an 80k€ budget, including World AI Cannes, Big Data Paris, and VivaTech.
- Managed analyst relations with Gartner, supporting Allonia's inclusion in the Machine Learning Platform quadrant.

Sierra Wireless — Senior Product Manager | Sep 2020 – Oct 2021 · Toulouse

Octave edge-to-cloud industrial IoT platform

- Owned File Transfer, a key cloud-to-edge software update capability helping Octave compete with Azure and AWS alternatives.
- Reworked pricing to better serve both SME telemetry usage and high-volume fleets through PAYG, volume discounts, and committed-use options.
- Contributed product framing and requirements for a platform serving 471 accounts and 2.1k connected devices.

Sigfox — Portfolio Manager, IoT Services | Apr 2016 – Aug 2020 · Toulouse

IoT services portfolio

- Led POC-to-launch of GPS-free ML geolocation with publishable delivery targets: 80% of messages <20 km, 99% success, 99% availability, <3 min delivery in 98% of cases.
- Managed 2 product managers and 1 designer, and directed a Capgemini BSS factory engagement of ~11 FTE.
- Reworked the commercial model with finance and operators, and launched an online purchase platform across 15 countries.

EARLIER TRACK

- D-EDGE / Fastbooking — improved booking attribution accuracy +3%
- Sociable Labs — reduced widget integration time from 10 days to 2
- Emailvision / SmartFocus / Actito — delivered +16% margin on 95% of traffic for the mobile/SMS channel
- Lumata — launched Sony News Suite on Xperia
- Buongiorno — delivered white-label mobile services across EU/EMEA

AI BUILDER SIGNAL

- EcoScan — live sustainability product scanner
- OVH Observability Query Assistant — natural-language to Lucene internal POC

EDUCATION

MBA — IAE Paris IV Sorbonne ·

Engineering degree — HEI Lille · Exchange — Concordia University, Montréal

French (native) · English (professional)