

JB

Jean-Baptiste Bouquet

Connect

Available for Executive Advisory & Leadership Roles

Brussels (EMEA & Global)

Jean-Baptiste Bouquet

Head of Product, Technology & Information

Ex-Nike Data & AI Leader • Triple C-Suite Officer (CPTO / CPIO) • Cross-Disciplinary Technologist

At Nike, orchestrated the enterprise transformation of EMEA Supply Chain Data & AI architecture, instituting test-driven development (TDD) and double-diamond product frameworks across multi-billion-channel logistics. Proven track record scaling digital ecosystems from venture studios to Fortune 500 giants, aligning high-velocity engineering, predictive analytics, and executive business roadmaps.

jbouquet@gmail.com

Linkedin.com/in/jean-baptiste-bouquet

4 Languages: FR • EN • VN • NL

EXECUTIVE SNAPSHOT

Verified Credentials

Total Tech & Prod Experience

25+ Years

Enterprise AI & Analytics

Nike EMEA Lead

Active Board / C-Level Roles

3 Appointments

Degree & Discipline

B.A.Sc Computer Science

Agile Certification

Scrum Master (SMC)

Schedule Recruiter Call →

KEY HIGHLIGHTS

Enterprise Scale & Delivered Value

Quantifiable business outcomes across Fortune 500 logistics, enterprise SaaS, and retail digital transformation.

NIKE LOGISTICS

83+

Global transportation analytical & insight components conceptualized

Inbound (47) + Outbound (36) end-to-end framework.

USER FOOTPRINT

10k+

Daily active store users transformed at Ahold Delhaize

Mobile store ops, automated CI/CD & cloud quality gates.

CYCLE TIME

-30%

Delivery cycle reduction achieved via QA & agile gating

BePark B2B SaaS + Wemanity startup studios.

TEAM EXPANSION

2x

Engineering velocity & headcount scaling across Paris/London

Grew multi-disciplinary teams from 20 to 40 in 14 months.

SIGNATURE DIGITAL PRODUCTS

Live Consumer & Creative Apps

Original digital products designed, branded, and operated from concept to live release.

BinaryDay

Two choices, one tap, every day.

A daily social polling experience where people answer punchy either/or questions, watch live community consensus unfold, build daily streaks, and unlock partner rewards.

binaryday.app

App Store Soon

Google Play Soon

SnapCal

Turn any photo into a calendar event.

Snap a photo of a concert flyer, flight ticket, appointment card, or receipt. SnapCal instantly extracts dates, locations, and reminders straight into Apple or Google Calendar.

snapcal.io

App Store Soon

Google Play Soon

RemoveBackGround

Studio-grade cutouts in one click.

Instant, high-precision background removal for portraits, fashion, and product photography. Preserves fine hair strands and natural edges with zero manual masking.

removeback.gd

Web Studio • Desktop & Browser

Career Milestones & Leadership Journey (1997 – Present)

PRESENT EXECUTIVE MANDATES

Brussels, Belgium

Chief Product, Information & Technology Officer (CPTO / CPIO)

ContiCollection • GIANTS • Avilo Capital

2025 – Present

Concurrent Advisory & Strategy

Leading unified product vision, technical architecture, and data infrastructure across a trio of innovative high-growth entities. Orchestrating digital governance, data intelligence, and investment portfolio technology roadmaps.

Executive Governance

Portfolio Tech Architecture

C-Level Leadership

FLAGSHIP ENTERPRISE TENURE

Laakdal, Flemish Region, Belgium

Lead Product Manager | Transportation (Data & AI)

Nike • EMEA Supply Chain Data & Analytics (Aug 2024 – Jul 2025)

Prior: Senior Product Manager | Distribution Supply Chain (Nov 2023 – Aug 2024)

1 yr 9 mos

Data & AI Transformation

Drove enterprise-wide transformation to embed data-driven decision-making into Nike's EMEA logistics. Re-engineered data product lifecycles, architected cross-channel foundations (B2B, Digital), and instituted a KPI-first operating model powered by Databricks, Agile gating, and AI tools.

DELIVERED SYSTEMS & FLAGSHIP ARCHITECTURAL MILESTONES:

Nike EMEA Returns Data Foundation

Architected and shipped unified data foundation for B2B and Digital channels, establishing single source of truth across lifecycle, logistics, and node operations.

Metric-Driven Business Intake

Replaced ambiguous one-pagers with KPI-first intake protocols, codified enterprise documentation & data diagramming on Confluence & Lucidchart.

Global Transportation Framework

Conceptualised global product framework for Transportation data: 14 analytical + 33 insight components (Inbound) and 12 analytical + 24 insight components (Outbound).

Discovery & Analysis Agile Gating

Engineered custom Jira Kanban workflow with formal DoR/DoD gating, automated Kanban pipelines, and integrated XRay Test Repositories for UAT.

Databricks

Test-Driven Dev (TDD)

Double-Diamond Design

Jira & XRay Testing

Enterprise BI Architecture

SCALE RETAIL & MOBILE TRANSFORMATION

Brussels, Belgium

Senior Product Manager | Instore Mobile Apps

Ahold Delhaize

2 yrs 2 mos

Sep 2021 – Oct 2023

Recruited and led multidisciplinary R&D and tier-3 support teams executing mobile digital transformation impacting **10,000+ daily store associates**. Spearheaded cloud CI/CD automation and rigorous test protocols ensuring 99.9% store floor uptime.

18K Daily Users

Cloud CI/CD Pipelines

In-Store Mobile Systems

B2B SAAS OPTIMIZATION

Brussels, Belgium

Senior Product Manager | SaaS B2B

BePark

6 mos

Apr 2021 – Sep 2021

Optimized end-to-end PM processes, roadmapping, and UX research for connected smart parking platforms. Instituted modern QA standards that **reduced release delivery cycles by 30%** while dramatically elevating NPS.

VENTURE STUDIOS & AI PLATFORMS

Product Leadership across NYC, LA, Paris & London (2013 – 2021)

LOLA Production (New York City) • PM, UX Research & AI Shooting Locations

Designed AI-assisted shoot location platforms and operations data analytics for international media productions.

2019 – 2021

Barefoot&Co • Lead Product Manager (Multiple Startups)

Unified 40+ product engineers across Paris, Brussels, and Pakistan. Scaled mobility ventures (Kowo, Freedrive), securing major enterprise accounts like LeasePlan.

2017 – 2018

Wemanity Group • IT Program Manager, Innovation Studio Lead & Principal Consultant

Scaled software factories and agile transformations across Paris, Brussels, Amsterdam, London, and Madrid for luxury and retail clients.

2013 – 2017 (4+ years)

Iron Web Ltd (London) • Senior Product Team Manager (Consulting)

Doubled engineering org from 20 to 40 devs within 14 months, instituting Scrum/Kanban disciplines.

2015 – 2016

TECHNICAL ORIGINS & WIRELESS PROTOCOLS

Enterprise Foundations: SAP BusinessObjects, Ascom & Philanthropy (1997 – 2013)

SAP BusinessObjects (Silicon Valley / Paris) • Program Manager & Technical Evangelist

Wireless protocol visionary (WAP Forum member, collaborated with Palm, Nokia, Ericsson). Deployed Web Intelligence across Global Fortune 500 enterprises.

1997 – 2002 (5.5 years)

Ascom Holding AG (UK/Germany) • R&D QA Manager & Senior Consultant

Mobile internet quality testing and telecom intelligent probes for top global telco carriers.

2004 – 2007 (3.8 years)

EMS Medical & Philanthropy Lead (Geneva/Nyon)

CMS global rollout in 6 languages. Founded initiative donating specialized surgical equipment to Vietnamese hospitals via UNHCR.

2009 – 2013

✔ Core Leadership Disciplines

Global Product Management

Product Strategy & Roadmaps

Double-Diamond Design

Test-Driven Dev (TDD)

Supply Chain Analytics

Data & AI Governance

Definition of Ready/Done (DoR/DoD)

Cross-border Org Scaling

🌐 Multilingual Fluency

English

Native / Bilingual

French

Native / Bilingual

Vietnamese

Native / Bilingual

Dutch

Professional Working

🎓 Education & Credentials

Brock University

Bachelor of Applied Science (B.A.Sc.), Computer Science

1992 – 1996

Scrum Master Certified (SMC)

Agile Certified

G Suite Administrator

Certified

READY FOR CONVERSATION

Initiate Executive Engagement

Open to executive leadership roles (CPTO, CPO, Head of Tech & AI) and strategic advisory positions across Europe and internationally.

Email jbouquet@gmail.com

View LinkedIn Profile

Designed for Jean-Baptiste Bouquet • Single-file recruiter-ready dossier

Confidential & Executive Distribution