



Alexandre Humeau

Product Leader

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Product leader with 12+ years of experience building and scaling product organisations. I combine strategic clarity, strong product craft, and a structured leadership style that enables teams to operate with autonomy and focus. I specialize in bringing order to complexity: shaping vision, aligning cross-functional groups, and raising product quality through deep customer understanding and fast execution. I care about building a strong product culture, and going fast to ship features that customer love.

Work History

May 2019 – May 2025

VP Product • Lodgify • Barcelona

- Scaled Product & Design from 2 to 25+ people, leading 16 squads across multiple domains, and building a scalable product operating model (strategy, discovery, delivery, data and iterations).
- Owned product strategy, OKRs, and roadmap across the platform, balancing product core features, PLG, and new revenue initiatives like Damage Protection, Smart Pricing, SmartLocks and Lodgify Payments
- Improved main product metrics: +60% NPS, +35% signup-to-customer conversion, -30% product-related customer churn through continuous improvements in reliability, UX consistency, and core workflows.

March 2017 – April 2019

Intrapreneur • Allianz Digital Agency • Paris

- Led a 0→1 B2B SaaS venture reinventing credit insurance for SMEs, owning product vision, positioning, and roadmap end-to-end.
- Built a data-driven platform integrating SMEs' accounting data with Euler Hermes risk scoring to deliver simplified buyer-level coverage.
- Operated as venture lead in residence, coordinating external agencies and internal teams to launch an MVP and validate customer and market fit.

Sept. 2015 – Nov. 2017

Head of Product • HomeExchange • Paris

- Owned Web & Mobile roadmap for the leading home-swapping platform.
- Led major UX refactors to improve members engagement and satisfaction: new search experience, new property page, new messaging system, signup and activation flows...
- Implemented the foundations of analytics, tracking frameworks, A/B testing and structured discovery.

Apr. 2013 – Sept. 2015

Senior Product Manager • Ecotour/Promovacances • Paris

- Owned Ecotour's product roadmap and led its integration into Promovacances' white-label platform following acquisition.
- Led cross-functional teams (frontend, design, SEO, analytics) and delivered high-impact initiatives across search, packaging, funnel, mobile and B2B white-label products.
- Drove measurable growth through UX optimisation and experimentation: +50% funnel conversion, +60% SEO traffic, -20% bounce rate.

Education

2010 – 2011

Master's Degree, Digital Business
HEC Paris

2003 – 2008

Master of Engineering
EFREI Paris, Grande École du Numérique

2005

English for Business
University College London

Certifications

- Google Generative AI Leader
- Certified Scrum Product Owner

Skills

- Team Leadership
- Product Strategy
- OKRs
- User Experience
- Design Thinking
- User Research
- Agile delivery

Tools

- Execution: Linear, Jira, Github
- AI: Lovable, Cursor, Claude Code, n8n
- Data: Amplitude, Segment, PostHog
- Collaboration: Notion, Figma, Miro
- UX Research: Productboard, Dovetail

Languages

- French (native)
- English (C1)
- Spanish (B1)