

Julien Fabre

Senior Product Manager · Product Owner. *From discovery to adoption.*

19+ years turning complex, multi-team challenges in international environments into products people really use: a social intranet rolled out to **80,000 employees in 25 countries**, an apps factory built **from zero in under 3 months**, **Pernod Ricard's first report under the new EU sustainability law**, shipped on a legal deadline. Pernod Ricard, TotalEnergies, AXA. Open to any industry.

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19+

years shipping products in global organisations

80,000

users reached by a single product launch

80

subsidiaries sharing one reference list and tool

120k

visitors per month on a global consumer platform

EXPERIENCE

Pernod Ricard · Freelance

2018 – Present · Worldwide, remote

Six products in six domains for the same client, contract after contract.

Product Owner

2025 – Present

Finance Data Convergence · **one Group dashboard, 10 business units** · team of 10+ (data engineering, BI)

- Ran **discovery workshops** with finance teams; merged local reports into **one Group dashboard**; the call: standardise first, customise second. **250 users, 1,000+ views per month**.
- 8 of 10 business units** live across Europe, APAC and LATAM; old local dashboards decommissioned as adoption grows.

Product Owner

2024 – Present

CSR reporting · **the Group's first EU sustainability report** · team of 4

- Prepared the **call for tenders**; integrated **10+ data sources** (HR, Finance, Procurement, Health & Safety...) into one audit-ready model; published on the legal deadline and **audited**.
- Built **quality checks into the product**, so errors are fixed at source, not in the report; it feeds the Group's consolidation and reporting tools.
- Set up **sustainability data governance** (councils on standards and priorities) and a sustainability dashboard.

Product Owner

2022 – 2024

Data Hubs · **a reliable data layer for 10+ apps and dashboards**

- Launched the first data hub** for business and transactional data, **standardised the integration patterns**, then made it a **repeatable recipe** (Finance, Commercial, Operations): **10+ apps and dashboards** plugged in.

Roll-out, Change & Adoption Lead

2020 – 2022

MDH, Master Data Hub · **80 subsidiaries, one language**

- Got **80 subsidiaries** using the same taxonomy (products, customers, entities) in the Group's **Master Data Management (MDM)** tool, so figures add up at every level.
- Rollled out market by market: **data owners**, quality controls, training, usage tracking.

Roll-out Lead

2019 – 2020

VISTA · **Revenue Growth Management, promotions that pay**

- Set up the first version (analysis of past promotions) and rolled it out to **15 pilot subsidiaries** with on-site training; the tool now runs in **60+ markets**.

Product Manager

2018 – 2020

World's Best Bars · **consumer web platform**

- Roadmap of worldsbestbars.com: **~8,000 bars, 200 cities, 120k visitors/month**; steered the editorial & SEO agency; shipped **360° bar visits**.

Julien Fabre · Senior Product Manager · Product Owner

On assignment until end-2026

Looking for: Product Manager, Product Owner or Project Manager roles

Full remote · travel OK

South-West France · CET

THE PM LIFECYCLE

- Strategy & vision
- Discovery
- Definition
- Prototyping
- Delivery
- Industrialisation
- Launch & rollout
- Adoption & change
- Measure & iterate

Stakeholder alignment runs across every stage.

SKILLS & METHODS

- Product strategy
- Backlog prioritisation
- Stakeholder management
- Problem-solving
- Scrum · PSPO I
- Kanban
- V-cycle
- Discovery workshops
- User interviews
- OKRs & KPIs
- Roadmapping
- Change management
- Lean
- Templates & playbooks

CERTIFICATION

Professional Scrum Product Owner I (PSPO I)

Scrum.org · 2022

EXPERIENCE (CONTINUED)

TotalEnergies

2013 – 2017 · Paris / Brussels

Product Manager

2016 – 2017

TIM, Total Industrial Mobility · apps factory from zero · agile factory of 10 · €5m budget

- Launched an intrapreneurial mobile programme and built the apps factory in under 3 months (Agile, Lean).
- Set up the Mobile Device Management (MDM) platform and shipped the first apps, including MySafety (digital safety inspections replacing paper): 36 sites, ~2,000 users within a year of launch.

Product Manager

2013 – 2016

WAT, Working At Total · social intranet, 25 countries · 15 consultants · €27m budget

- Ran user and comms-team interviews, prepared the call for tenders, then steered the integrator (Microsoft) on priorities, quality and performance.
- Merged 300 legacy intranets with local teams into one platform for 80,000 employees, built around an enterprise social network, new at the time.
- Country-by-country launch playbook: 25 countries in under a year, 90% profile activation.

AXA Technology Services

2007 – 2012 · Paris La Défense

IT Project Manager

2007 – 2012

- Large-scale applications, infrastructure and disaster-recovery projects, each 1,000+ person-days: planning, vendors, delivery discipline.
- Prepared, ran and debriefed a disaster-recovery exercise on critical business applications: a one-day test in real conditions, coordinating business, application and infrastructure teams and the communication: 100% of major business applications recovered in under a day.

HOW I WORK

From discovery to adoption, 8 years fully remote

- Discovery first: workshops and interviews with the people who will use the product, before anything gets built.
- Adoption is the success metric: launch playbooks, champions, activation dashboards and feedback loops until people actually use it.
- Bridge business and tech, remotely: clear specs for engineers, clear trade-offs for leadership, written decisions and recorded demos; on site for kick-offs and deployments.

SIDE PROJECTS

Solo Builder, Designer and Product Owner

2025 – Present

RadioWidget, MyDay, julienfabre.com

- Personal apps built end-to-end with AI-assisted development. RadioWidget links radio streams to Shazam and concert listings through their APIs.

DOMAINS SHIPPED IN

- Energy
- Insurance
- Spirits & lifestyle
- Finance
- Sustainability
- Commercial
- Consumer web

References available on request.

AI-AUGMENTED PM

AI drafts, I decide.

The real challenge is integrating AI, and it starts with the data. AI to synthesise research, draft specs and prototype.

TOOLS

- Jira
- Confluence
- Miro
- Figma
- Power BI
- Snowflake
- dbt
- Copilot
- Claude AI

EDUCATION

Master of Engineering, Computer Science

Diplôme d'ingénieur · Innovative Project Management · UTC · 2002 – 2007 · after a Science Baccalaureate with honours (mention Bien), 2002

LANGUAGES

French

Native

English

Full professional proficiency

BEYOND WORK

Music, playlist curator in my spare time · Sport, running · Photography (@jlnfbr) · Reading · Outdoors

Volunteering: Bordeaux Rock, Astrodome and Relâche (festivals & cultural events); bartender in Iceland, photographer in the Dominican Republic, host in California.