

Stéphane Tonnelier



Senior Programme Manager · AI Products & Solutions

Cross-functional IT × Business leadership · Discovery & iterative Delivery · Shipping enterprise AI solutions to production

3 engagement formats: full-time on-site · part-time (1-3 days/week) · fixed-fee audit + framing — Île-de-France, South-East France & International · Available immediately

Day rate from EUR 1,200/day

Part-time retainer · Audits EUR 15-30K (fixed fee)

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Portfolio: [portfolio.novajungle.fr](#)

PROFILE

30 years leading IT and B2B marketing programmes at Autodesk, BNP Paribas, Ingenico, RAJA, Sharecare. IT × Business interface · multi-country governance · enterprise delivery · continuous discovery + iterative delivery.

Since January 2025, **building and operating 4 AI products in-house** under NOVAJUNGLE — personal AI Product Operator lab. These are not a commercial portfolio to scale; they are my hands-on practice grounds on the GenAI production stack.

AI COGNITIVE ARCHITECTURE

Context Engineering

LLM-as-a-judge

Cascade fallback

Cost monitoring

AI AGENT ORCHESTRATION

n8n

Claude Code

MCP servers

Sub-agents

Prompt caching

AI GOVERNANCE & COMPLIANCE

EU AI Act art. 50

GDPR

Risk Mitigation

MODELS & APIS

Claude API

GPT-4

Gemini 3 Pro / Flash 2

Mistral

Copilot

NotebookLM

LANGUAGES

French *native*

English *fluent (bilingual)*

Spanish *conversational*

2025 ACHIEVEMENTS · AI PRODUCT OPERATOR R&D LAB (NOVAJUNGLE SASU)

4 GenAI products built and operated in-house since January 2025 — hands-on practice grounds on the production AI stack (cognitive architecture, AI Act, monitoring, Stripe monetisation). Scale intentionally contained: these are my execution proofs, not a commercial portfolio to scale.

Novacasa.fr — AI SaaS for photorealistic 3D rendering

2025 → present

PROBLEM interior architects, renovation brokers, real-estate developers (off-plan/VEFA) — critical time and cost friction (outsourcing €800-2,000/render, 5-15 day delays).

OPERATIONAL SOLUTION cascade fallback Gemini 3 Pro → Flash 2 → 2.5-flash, 180s deadline pattern · pricing strategy Packs €220-1,500 · 3 tiers → 1 tier pivot empirically validated · EU AI Act art. 50 (badge + EXIF + PDF footer).

22% DM response

vs 5-10% bench

Stripe live

Outbound messaging validation on 100 ICP prospects — not Product-Market Fit demonstration.

PME Web Profit — AI pipeline for French SME visibility

2025 → present

PROBLEM French construction trades (roofers, plasterers, insulation) digitally under-equipped, invisible on Google.

OPERATIONAL SOLUTION end-to-end pipeline: Apify scraping → 6-criteria qualification scoring → email enrichment waterfall → multi-channel outbound · **28 artisan websites live in production** (Vercel + Supabase) · n8n workflows + HubSpot.

2.3% outbound reply

vs 0.36% bench

conversion ×6

NovaForce — AI agents for B2B outbound prospecting

2025 → present

OPERATIONAL SOLUTION AI agent workflows W1 (sequence preparation) + W2 (multi-channel sending) live in production · stack Claude API + n8n + Brevo + HubSpot + LinkedIn Sales Navigator.

Nova Citizen Lab — AI Acculturation for Mid-Market Teams

2025 → present

PRODUCT OPS SOLUTION T1 (1 day · 30 prompts) · T2 (2 days · AI tool deployed by team) · T3 (2 days · AI agent + 3 automations). **Skills transfer stance** — no consultant dependency created.

ENGAGEMENT FORMATS

Full-time on-site

4-5 days/week · 4-9 month engagements · dedicated AI programme leadership

Part-time

1-3 days/week · 6-12 month engagements · part-time Senior AI Programme Manager

Audit + framing

Fixed fee EUR 15-30K · 4-8 weeks · actionable roadmap

PROGRAMME & DISCOVERY / DELIVERY

EMEA Programme Mgmt

PMO

Agile - Scrum

Continuous discovery

Iterative delivery

C-Level stakeholders

COMEX reporting

IT governance

PRODUCT STRATEGY

Iterative Discovery & Delivery

MVP-first

From PoC to Production

User validation

Roadmap

Pricing strategy

OKR

User Adoption

TECHNICAL STACK (READ / BRIEF LEVEL)

Next.js 16

Supabase

Vercel

Stripe

n8n

Claude Code

MCP

Apify

HubSpot

Brevo

EDUCATION

Master's in Management-Marketing & Spanish

University of St Andrews – Scotland, United Kingdom

STANCE

Best-effort commitment, not outcome guarantee. Real pace depends on your data, COMEX engagement and team maturity. I commit to method and operational rigour.

TRACK RECORD · PROGRAMME & PRODUCT LEADERSHIP

30 years of cross-functional IT × Business leadership · enterprise EMEA, mid-market and entrepreneurship – re-read through the product lens.

Senior Consultant · IT Programme Director – eXalt (Permanent)

Mar 2021 – Sep 2024 · 3 yrs 7 mo

- ▶ **Arval BNP Paribas** (Apr 2023 – Apr 2024) · EMEA IT Programme Director · Tribe Digital Customer Experience · 10+ countries · BNP Paribas COMEX reporting · Programme governance & budget.
- ▶ **RAJA Group** (May 2022 – Mar 2023) · CIO · Application Maintenance & Marketing/Sales Projects · Direct management of 6 engineers · France & Europe delivery · Steering committees.
- ▶ **Sharecare** (Mar 2021 – Mar 2022) · Senior IT Project Manager · US public health SaaS (NYSE-listed) · Multi-state COVID projects · France/USA coordination · Crisis change management.

Senior Consultant · Digital Transition & Web Marketing – Independent

Jan 2020 – Mar 2021 · 1 yr 3 mo

- ▶ SME B2C and B2B support · Needs analysis · Recommendations & specifications · Project pilot and deployment · Content marketing strategy for SEO and social networks.
- ▶ Field experience that directly inspired the creation of **PME Web Profit** in 2025: most SMEs have neither budget nor dedicated marketing team – a structural problem that the GenAI stack now solves at marginal cost.

Director of Projects & Operations – Think&Go NFC / Ingenico Group

Sep 2016 – Oct 2019 · 3 yrs 2 mo

- ▶ Career path: Project Manager → **Director of Operations** → Director of Projects & Client Relations · Directorship of delivery, support and account management.
- ▶ Major accounts: **FDJ · La Poste · BNP Paribas · Leclerc · Casino · Hammerson · EPTA · HighCo · Mediatransports**.
- ▶ Technology innovation steering & go-to-market in emerging market context (NFC / IoT).

EMEA CRM & Direct Marketing Manager – Autodesk / Discreet

1998 – 2004 · 6 yrs

- ▶ European CRM and direct marketing leadership at the **world leader in 3D / CAD software** · Multi-country strategy · Major-account segmentation.
- ▶ **Historical connection with the 3D / CAD ecosystem** – differentiating asset for AI visualisation, design tech, real-estate engagements.

Digital entrepreneurship – SunBow Springs / Chasseur de Résultats

2007 – 2016 · 9 yrs

- ▶ Founder · Product creation, user acquisition (SEO, Facebook Ads), CRM, remote international team management.

Earlier career (1993–2006)

- ▶ **MrTed** (2006) · Worldwide Marketing Director (HR SaaS) · **Whiteoaks France** (2006–2007) · Head of Agency France · **TNT Express Worldwide** (1993–1997) · Direct Marketing & CRM Manager France.