

// CASE SUBJECT: PRODUCT LEAD · CRITICAL SYSTEMS

# Sylvain Briant

I turn **complex, invisible systems** into tools that are **legible, steerable** and **actionable** for decision-making.

**CLEARED**  
20+ YEARS OF EVIDENCE

<b>20+</b> YEARS	<b>7+</b> PRODUCTS SHIPPED	<b>9+</b> REPORTS MANAGED	<b>45</b> COUNTRIES
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## EXECUTIVE SUMMARY

Product Lead — *AI, complex systems, weak signals*. I design systems that turn human, often invisible data into **actionable** decisions. 20+ years designing, leading and scaling complex digital products in high-constraint environments: fraud, security, sensitive data, multi-stakeholder organizations. My edge: connecting **architecture, usage, compliance, weak signals and decision**, while staying outcome-driven on adoption, robustness and business impact.

## Selected trajectory

// 2005 → today

**CH. 04 Product leadership · AI & weak signals**

**2024 → ongoing** **Head of Product · Founding PM**  
ALLOCESTMOI / ALLOCESTQUI — SOCIALTECH · APPLIED AI  
Platform for **anonymous audio testimonies**, surfacing workplace violence, harassment and distress. End-to-end product definition: positioning, user journeys, data models, executive narrative.  
**3** AI modules **B2C→B2B** expansion **transcription · scoring · decision**

**2021-24** **Head of Product · Head of Strategy & Product**  
RESOCOM — FINTECH / REGTECH · DOCUMENT FRAUD DETECTION  
Took over an underused legacy product and turned it into something **modern, legible, sellable and profitable**. Legacy modernization, strategic repositioning, execution-to-business alignment.  
**3** products launched **< 6 months** to profit **9+** direct reports **ISO 27001** certified

**CH. 03 Reading systems · Field & inclusion**

**2018-21** **Field exploration · Complex environments**  
45 COUNTRIES · FULL AUTONOMY · 6 CONTINENTS  
Observation and adaptation in unstable, heterogeneous, non-standardized environments: **read fast, decide well, act without a pre-existing framework**.  
**1000+** situations handled **3 years** full autonomy

**2016-18** **Head of Product · Inclusive Systems**  
AUTISM-FRIENDLY — INDEPENDENT  
Turned complex human topics into **operational management frameworks**. Founding team member of Grenoble École de Management's program for autistic profiles.

**CH. 02 Product builder · Platforms & utility**

**2010-16** **Head of Product**  
DÉCLIC EIP — MOBILE SOCIAL PLATFORM / PUBLIC-INTEREST  
Built the full product + technical foundation of a mobile social network: architecture, Java API, journeys, ecosystem of nonprofits, professionals and local communities.  
**6 years** product lead **-30%** infra costs

**2014-15** **Interim COO · Product Transition**  
BEONPERF  
Post-acquisition transition delivered in 6 months **without revenue loss**: digital re-framing, business continuity.

**2012-13** **Head of Product — Uplike**  
MOBILE SOCIAL APP · EUROPEAN TECHNICAL AWARD  
Product and technical leadership in a high-velocity context; production cycle optimization.

**2011-12** **OTT Product Manager (iConcert) · Web Manager (Genève Home Info)**  
OTT PAYMENTS · MEDIA / MOBILE · SOAP API  
**27 technical configurations**, zero data loss. v1 mobile app shipped with payments, **-50%** vs estimated cost, zero traffic loss.

**CH. 01 Foundations · Delivery, growth, entrepreneurship**

**2005-11** **Builder, growth & delivery — founder-track**  
ADS-CLICK **(+35% CLIENT REVENUE)** · EDIPRESSE **(+70% TRAFFIC)** · WIZZ-U · TRADEDOUBLER · JARROSE · VANKSEN

## Measured expertise

Product strategy & execution	95
Transformation / legacy modernization	94
Complex systems & run	92
Data, AI & scoring	90
Cross-functional leadership	90
Compliance, risk & security	88

## Operational tags

AI PRODUCT DESIGN	PROMPT ENGINEERING	OCR & SCORING
DOCUMENT FRAUD	ISO 27001	ANSSI
LEGACY MODERNIZATION	PRODUCT OPS	KPI / OKR
ROADMAP & PRIORITIZATION	API & INTEROP	MULTI-APP

**// OPERATIONAL EDGE**  
*High-functioning autism* turned into an operational advantage: systems thinking, detection of **weak signals**, cognitive endurance, analytical precision, steadiness in ambiguous or sensitive contexts.

## Education

- MBA e-Business  
ESG Paris
- Master in Web Marketing  
IFOCOP
- International Finance  
ESSCA
- DUT in Sales & Marketing  
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- ANSSI MOOC — Cybersecurity  
2025

## Languages

- French C2 · Native ●●●●●
- English B2 · Pro ●●●●○
- Russian A1 ●○○○○

## Certs

- Stress management  
2025
- Coaching & mentoring  
2014