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Skills

Build, lead, scale and nurture digital products and multi-disciplinary team from UX, product owners to R&D.

Product vision, strategy, roadmap, rollout, and product design & management cycle.

Enterprise digital transformation and SAAS

Expert in all UX methods and product design processes, user research, adoption, value proposition and product market fit.

Key approaches: iterative and A/B design, design thinking, value proposition & incentive design, lean, job to be done.

Strong operational & situational management, data driven decision-making.

Experienced board member in guiding product strategy and corporate direction

Nicolas Limare

CPO – Head of digital & phygital product & UX Design, digital transformation & strategy

I lead digital products and services, from introduction to growth, to change management.

As a seasoned leader in digital and phygital product management, I spearhead the strategic development, introduction, and scaling of digital services across multiple sectors.

I excel in building and leading high-performance, multidisciplinary teams and product across diverse cultural landscapes in fast-paced, international environments, leveraging my in-depth knowledge of UX design, user research and R&D.

CPO & head of UX design and video streaming, [Wiztivi](#)

Sept 2022 – Actual / Nantes, Remote

Augmented multiscreen TV user experience and OTT video streaming apps and product direction. Leading B2B business model change management to from PS to Saas.

CPO of “Timeless”, a no-code cross platform Saas to design, manage and editorialize streaming video app and “DANA” a onecode to all platforms’ development framework for telecom operators, media and content owners: STB, Tizen, WebOS, AppleTV, AndroidTV, GTV, mobile,..

Vodafone group, Orange, SFR, TF1 group, France sat,..

VP of UX, [BioNTech](#)

Jan 2022 – July 2022 / Mainz, Remote

Establish digital product design principles and processes, define needed capabilities and capacity for the execution of the company’s digital product.

Director of Product UX, Design & Innovation, [DeltaDore](#)

May 2018 – dec 2021 / Paris, Rennes

Smart home adoption dans User Experience. Leading digital transformation and connected product innovation (phygital). **Top innovation CES 2020.**

- Hiring and structuration of a multi-disciplinary product design team (15 people)
- Definition, re-design and deployment of 4 top revenue product ranges: Smart thermostats, Home camera, Smart alarm, digital App and platform for end users, professional installers, and key account white labelling.

VP Product Innovation, [LG Smart TV](#)

2017 - 2018 / Paris, Seoul, Los Angeles

- Established and lead a commando product team of 10 between LGE and Technicolor, across 3 countries (Korea, France, USA)
- Redesign of the customer TV experience (UX) for the new LGE Smart TV range running WebOS, implementing LG content channels, 3rd party apps, recommendation engine and global search.
- Definition and design of a WebOS OTT streamer aggregating multiple content sources complementing the Smart TV range for the US market

Awards and Recognitions



Education

MBA - Innovation & Digital Transformation (TPMBA business school)

Leadership & Communication (INSEAD)

Blockchain for Financial Services & Technologies (INSEAD & Berkley)

Msci Human-Computer interaction & cognitive sciences, HCI. (University of Valenciennes and Montréal)

Msci Computer Science & Mathematics. (University of Rouen)

Interest & hobbies

AI, LLM fine tuning

Scuba diving CMAS** teacher

Blockchain technologies & Smart contracts

Sailing, water & board sports

Cooking & culinary experiments

Languages

English, Proficient

French, Native

VP new product UX, Design & Innovation, Technicolor

2014 - 2018 / Paris, Los Angeles, Remote

Define, design and deliver the new generation of set-top box and OTT streaming experience at the cutting edge of new technologies. Design of new physical and digital product range and consumer experience by taking advantage of industry changes and new video consumption behaviors.

- New product definition direction, alignment with the executive suite, action plan for product line managers and R&D across 5 global regions.
- Deployment of a customer co-creation design thinking center. Recruitment and direction the product innovation design studio.
- Product vision & innovation leader, for key accounts and international trade shows, with awards: CES, IBC, CommunicAsia, Google Next, AWS re:Invent.
- Launch and deployment of new TV UX for Canal+, Telecom italia, Telstra, Etisalat, Foxtel, Liberty global, Comhem,...
- Created and launch digital video app platform as complementary play of Technicolor "Jade" flagship AndroidTV set-to-box

Director of UX, MSD/Merck

2010 - 2014 / Paris, Philadelphia, Remote

Definition, design and deployment of an ecosystem of point of care digital services for healthcare professionals, to strengthen their patient relationship and the strengthen the marketing with the company: Univadis / Medscape 40+ countries in 20 languages – Docvadis / Docvitae.

- Hiring and direction of product design teams (Brand, experience design, user research, front developers).
- Rebalancing of the sales force towards a digital self-service model for physicians. Deployment of engagement metrics. Increased engagement of healthcare professionals, and development of a virtuous cycle of trust toward MSD/Merck

Associate Director, Axance

2005 – 2010 / Paris

- Agency management, development of the consultancy offer: digital strategy, user research, user experience design and digital product development for major French players in media, retail and e-commerce.
- Management and development of a team of 6 to 44 experts in UX strategy, design and User Research.
- Responsible for business development and P&L: Growth from € 1m to € 6,4 m in revenue with 27.8% EBITDA.

Director of Product Design, Opodo

2001 – 2004 / London

- Transition product design director, from the creation of the company through the implementation and launch of the service across 3 countries: UK, France & Germany (brand, design, content, UX, dynamic packaging)

Manager of User Experience, Sapient

2000 – 2005 / London, NYC, Tokyo, New Delhi

- Responsible for the design and the management of UX, Brand, and content teams for digital services across Europe, USA, and Asia.
- Leading large-scale international projects from concept to launch for the travel and telco industries.
- Redesign of digital services: Hilton international Asia & Europe, British airways, Avis, Vodafone,...

Director of eBusiness, UX studio, IBM Europe

1997 – 2000 / Paris, Atlanta

- Creative director in charge of the UX design teams for major IBM Europe and global services accounts. Growth from 5 to 23 people