

# GERALDINE CORRALES

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PRODUCT LEADER

## PROFILE

Product leader with 20+ years experience and holistic ownership spanning physical product development (concept-to-shelf P&L management) and digital platform scaling across international markets. Built on foundation of sales and procurement expertise, now manages complete product lifecycles with proven ability to deliver measurable business outcomes. Expert at building C-level relationships, leading cross-functional teams, and driving organizational impact through strategic thinking and lean methodologies. Currently expanding AI expertise to enhance product innovation capabilities.

## EXPERTISE

- Client-Facing Product Leadership
- Complex Contract Negotiation
- Lean/Agile Implementation
- Product Strategy & Roadmapping
- Cross-Functional Team Leadership
- Data-Driven Decision Making
- B2B Sales & Partnership
- International Supplier Relations
- Organizational Change Management

## EDUCATION & DEVELOPMENT

### ECOLE CENTRALE PARIS

Masters, Technology Management

### KEDGE BUSINESS SCHOOL

BA, Business Administration

- AI Product Management: agent workflows, no-code tools
- Certified: IoT Product Manager, Agile Product Manager and Owner

## LANGUAGES & TOOLS

Trilingual: English/ French/ Spanish

Tools: Power BI, Hubspot, Figma/ Miro, Replit/ Lovable, ClickUp/ JIRA/ Notion

## WORK EXPERIENCE

### Chief Product and Technical Officer (CPTO)

#### 2019-2024 CITYTAPS, Paris, France

Startup - SaaS/IoT solutions for water utilities

#### Sole Product Management Function - End-to-End Product Ownership:

- Scaled platform from 1 to 30+ enterprise clients across 10 countries while maintaining 99.994% uptime through systematic quality improvements and lean principles
- Led discovery and validation of new SaaS platform from concept to successful pilot with 2 enterprise customers
- Coordinated integration projects between SaaS platform and 20+ third-party systems, ensuring seamless connectivity and enhanced user experience
- Enabled clients to reduce operational losses by 30% through data analytics initiatives and actionable insights implementation

#### Team Leadership & Operational Excellence:

- Directed cross-functional team of 8 (software, electronics, telecom) implementing Shape Up methodology, achieving 25% faster delivery cycles and improved team satisfaction
- Established OKR framework across organization, improving decision-making processes and impact measurement for sustainable growth
- Secured €140k+ annual R&D funding through strategic innovation roadmap and clear value proposition
- Implemented continuous improvement culture, reducing software bugs and hardware defects by 50%, and improving hardware costs by 25-30%

### Senior Product Marketing Manager

#### 2012-2018 KINETICO (USA) & TTI FLOORCARE (USA)

Water filtration systems (\$150M) & Floor care products (\$900M)

- Managed \$150M+ retail portfolios with full P&L responsibility, delivering 17% growth through strategic roadmapping and data-driven decisions
- Led CES award-winning product development, growing market share from 5% to 25% with sustained 4.0+ ratings through customer-centric innovation
- Reduced development cycles by 25% through efficient US/China cross-functional coordination and lean processes
- Hired and managed 2 Product Managers
- Launched 10+ products in US/Chinese markets using stage-gate methodology
- Coached 80+ sales team members as technical expert and product evangelist, effectively bridging technical and commercial perspectives

### International Sales Manager

#### 2000-2009 THALES DIS (France) & MAYBORN (UK)

Smart cards (3B€) & Baby products (£100M)

- Managed portfolios of up to €5.5M across telecom and consumer goods sectors
- Secured #1 vendor position with Orange Group, achieving 75% revenue increase over 2 years and capturing 60% share across African subsidiaries

### Purchasing Manager

#### 1997-2000 ALSTOM (France) & MOTOROLA (France - Mexico)

Energy & Semiconductors

- Managed procurement for projects valued up to €90M, developing expertise in supplier evaluation, contract negotiation, and global sourcing strategies