



Jonathan Montel
Product manager

Address: 71 rue de la Perruche
78117 Chateaufort
Phone : 07.87.00.64.61
monteljonathan@outlook.fr

Trainings

- Master 2 Business international, ISEG Paris IV, 2007-2010
- Bachelor's degree in communication, ISEG Paris IV, 2004-2007

Professional skills

- English, native language
- Data analysis
- Product management
- Time and priority management
- Adaptability
- Effective communication (media training for product launch events)
- Pack-Office

Personal skills

- Dynamic and motivated
- Rigorous and organized
- Strong analytical skills
- Team player

Professional experience

Dynamic Product Manager with expertise in performance management, pricing strategy, and lifecycle planning for high-impact products across diverse markets. Proven track record in profit optimization, cross-functional coordination, team management, and successful product launches. Skilled in developing data-driven business cases, driving Go-to-Market strategies, and ensuring consistent brand positioning.

Qashqai Product manager, Nissan Europe, Montigny le Bretonneux

- **Performance Management & Profit Optimization**
 - Acted as the operational driver for Qashqai profitability across Regional Business Units.
 - Designed and implemented European **model performance reporting**, enabling data-driven decisions.
 - Recommended optimal gradings, mix strategies, and pricing to achieve business targets in collaboration with country product managers.
 - Supported distribution planning by proposing product allocations aligned with strategic and profit objectives.
- **New Model Launch Leadership**
 - **Coordinated multiple European model launches**, ensuring seamless execution across markets.
 - Defined **content and messaging** for the European **product marketing platform**.
 - Assisted in **Go-to-Market strategy development**, including launch scheduling and execution.
 - Managed **content and asset coordination** with communication department to maintain consistent positioning and messaging.
 - Oversaw the European launch schedule, aligning all cross-functional teams.
 - Organized and managed corporate events to support product launch.
 - **Served as speaker** during international **product launch press events**, presenting product evolution / improvements to journalists
- **Lifecycle Management & Strategic Planning**
 - Advocated for product positioning through regional presentations and strategic discussions.
 - **Led development of lifecycle events** (minor changes, special editions, product milestones) by driving collaboration with cross-functional teams.

Aftersales Product Manager, Nissan Europe, Montigny le Bretonneux

- Managed and developed the second-line parts portfolio within the Aftersales Business Development & Marketing department.
- **Supervised daily operations of a 4-member team**, ensuring smooth execution of projects.
- Supported European Regional Business Units in **launching global and local initiatives** (seasonal campaigns, dealer kits, etc.).
- **Designed and deployed marketing and communication assets** (brochures, posters, videos)
- Consolidated marketing materials for consistent branding across product lines.
- Expanded product range by identifying new applications and market opportunities.
- **Conducted competitive benchmarking** to strengthen positioning and **identify growth areas**.
- Coordinated supplier activities and ensured alignment with business objectives.
- Implemented **continuous process improvements** to enhance efficiency and control.

Maintenance & loyalty specialist, Nissan Europe, Montigny le Bretonneux

- Provided overall strategic direction to support customer loyalty increase and business growth

Aftersales mechanical repair officer, Nissan Europe, Montigny le Bretonneux

Since Feb. 2023

2019 - 2023

2015-2019

2011-2015