

LUCILE NEDEN

VP Product / Director of Product / Head of Product

Toronto, ON · Open to relocation & remote +1 647 822 3051 lucileneden@gmail.com [linkedin.com/in/lucile-neden](https://www.linkedin.com/in/lucile-neden) · Bilingual EN / FR

Strategic product leader who builds platform products that become organizational leverage points. At Thomson Reuters, led two enterprise platforms — a design system serving 3,000+ engineers across 50+ products and a developer portal serving 4,500+ developers across 180+ APIs — delivering \$20MM+ in annual savings while co-creating an award-winning AI pipeline that 2x engineering velocity. Career spans ML-powered civic tech (OpenOil/Aleph), open-source SaaS (Sourcefabric), digital banking (CIBC), and agency product delivery across Europe and North America. Known for detecting market shifts early, building durable product foundations, and influencing across multi-million dollar revenue lines. Practised Agile leader — running SAFe and Scrum at enterprise scale across distributed, cross-functional teams. Seeking a VP or Director Product role with direct P&L ownership at a growth-stage B2B company.

EXPERIENCE

Senior Manager, Product Management · Thomson Reuters · Toronto, ON *May 2022 – Present*

Led two enterprise platform products with org-wide mandate. Promoted twice in three years.

Saffron Design System · 3,000+ engineers & designers · 50+ products · 255+ repositories

- Co-created pAlella, an MCP-powered Figma-to-code AI pipeline, proving 2x engineering velocity and securing adoption across 8+ revenue-generating product lines — repositioning the design system as the authoritative AI layer at a moment when AI-first design tools threatened to displace it.
- Won the 2025 Zeroheight Design System Innovation Award for pAlella — recognizing it as the most impactful enterprise design system innovation globally.
- Delivered \$9.2MM in annual cost savings by unifying design and front-end standards across 50+ products and driving accessibility compliance ahead of emerging a11y legislation.
- Managed Thomson Reuters AI Concept Hub — a GenAI proof-of-concept platform enabling client testing of advanced AI solutions across the product portfolio.

External Developer Portal (DevEx) · 4,500+ developers · 180+ APIs

- Owned product strategy for Thomson Reuters' external developer ecosystem — the front door for API monetization and third-party integrations — consolidating 180+ APIs into a centralized portal that expanded external developer engagement and drove significant cost savings.
- Designed sequential API onboarding architecture and roadmapped an Ask DevEx AI assistant to shift developer support from reactive to self-serve.

Leadership

- Manages 4 direct reports and 30+ cross-functional contributors across design, engineering, content, and marketing.
- Co-leads Pride at Work ERG at Thomson Reuters — grew membership engagement by 300% over a 2-year mandate.

Program Manager — Contact Center Channels & Strategy · CIBC · Toronto, ON *Jun 2021 – May 2022*

- Led program management for a \$116MM portfolio across 14 initiatives including NLP, Salesforce, and AI integrations — driving operational efficiency and revenue growth.
- Engaged C-suite stakeholders on strategic alignment, portfolio reporting, and organizational communications.

Senior Product Marketing Manager — Mobile & Digital Sales · CIBC · Toronto, ON *Feb 2019 – Jun 2021*

- Led Agile pods to deliver 50+ personalized e-CRM campaigns for online banking and mobile, driving 125% YoY sales growth through highly targeted digital marketing strategies.
- Identified and attached to executive-priority campaigns to accelerate delivery within legacy technology constraints — developing an early instinct for strategic positioning inside complex organizations.

Product Manager — Big Data & ML Software · OpenOil · Berlin, Germany *Mar 2016 – Mar 2017*

- Built Aleph — a machine learning-powered search engine sold to governments and investigative journalists, enabling financial modeling and accountability reporting by surfacing critical patterns across millions of open data documents.

- Defined product requirements, ML training criteria, and go-to-market strategy for a civic tech product operating at the intersection of open data and public accountability.

Product Manager — Journalism SaaS · **Sourcefabric** · Berlin, Germany *Mar 2015 – Mar 2016*

- Managed end-to-end delivery of SaaS products for media clients, including custom radio broadcasting software and a blogging platform for COP21 climate coverage.

Customer Service & SaaS Operations · **Sourcefabric** · Berlin, Germany *Mar 2013 – Mar 2015*

- Helped stand up the SaaS customer service function — built bilingual (EN/FR) support operations, implemented Zendesk, and contributed to early pricing model development.

Product Manager — Agency Web Development · **Oxygène Communication** · Paris, France *Oct 2017 – Oct 2018*

- Delivered 5 multilingual websites in 12 months (4 e-commerce, 1 job portal) across US, UK, France, and German markets — managing full lifecycle from inception through launch including ad spend.

Business Development & Sales · **Omnilive** · Paris, France *Mar 2017 – Sep 2017*

- Expanded sales pipeline for a patented multiview video streaming software — attended festivals and conferences, optimized SEO, and developed new business leads.

Content Acquisition & Relationship Manager · **Kidobi** · Toronto, ON *Sep 2011 – Mar 2013*

- Managed content acquisition and partner relationships for a kids' video streaming platform, building and maintaining a diverse, engaging content library.

EDUCATION

MBA, Digital Transformation · École de Gestion Supérieure *Paris, France*

Bachelor of Arts, Sociology & Architecture · University of Toronto *Toronto, ON*

CORE COMPETENCIES

Platform & AI Product Strategy **Developer Experience (DevEx / APIs)** **Enterprise AI & ML Products**

Executive Stakeholder Management **Agile · SAFe · Scrum (sprint lead)** **P&L & Portfolio Management (\$116MM+)**

Cross-functional Team Leadership **Design System Leadership** **MCP · Figma · Python · HTML/CSS · Jira**