



Clement Baylion



From innovation to sales

Building the bridge between engineering and customers
ensuring each innovation becomes a reason to buy.

My tools for success

MBA and Engineer

Engineering and sales to
translate tech into revenue

20 Years Experience

Shaped growth for 3 major
brands across 2 continents.

Proven Execution

Delivering results on stand-
alone and large-scale projects.

Core Competencies

Product Strategy : <ul style="list-style-type: none">• Global Product Lifecycle• Strategic Planning (SPP)• PIM & PDM Systems Integration	Go-to-Market & Marketing : <ul style="list-style-type: none">• B2B GTM Execution• Value-Based Selling & Messaging• Digital Transformation & E-Commerce
Leadership & Commercial: <ul style="list-style-type: none">• P&L and pipeline• Cross-Functional & International Teams• Sales Process	Data, AI & Analytics : <ul style="list-style-type: none">• Business Intelligence (Power BI)• Applied AI & LLM Strategy• Neuro-marketing approche

Personal Details

42-year-old
French
Mobility Worldwide

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Professional Experience

Product Marketing Manager

Global Product Manager, Air Assembly Tools

Atlas Copco | Nacka, Sweden | 2023 – Present

- Customer journey: Data enrichment for over 500 SKUs and creating 18+ technical and marketing materials including training for sales
- Sales and margin: +32% stock availability and +1points margin improvement with SKU review
- LLM with Text-to-SQL pioneer to prepare tech switch of customer journey.

Global Product Marketing Manager, Metal Working Tools

Fuji Air Tools (Atlas Copco Group) | Osaka, Japan | 2019 – 2023

- Profitability: +1points margin through portfolio management
- Sales: +7% for 6 product launches versus the previous generation with local activity and campaign
- Customer journey: Product catalogue rationalization (-500 SKU) for efficient supply chain and customer selection
- Sales support: Training sales and distributor to a value-selling framework in 5 countries, directly contributing to a +6% sales increase in targeted regions

Global Product Marketing Manager, Vehicle Maintenance Tools

Rodcraft (Atlas Copco Group) | Germany & France | 2015 – 2019

- Brand activity: Product Vitality from 19% to 35% through the rapid execution of 40 new product launches
- Sales: +2-3% increase in both sales and Unit Gross Profit (UGP) from vitality and marketing activities
- E-commerce: New e-commerce website (€200k project) including the implementation of an PIM system and API integration with SAP
- Strategy: Leading Strategic Product Plan (SPP) by consolidating needs from 6 global regions

Project Leader, New Product Development

Chicago Pneumatic (Atlas Copco Group)

Nantes, France | 2010 – 2015

- Successfully managed ~15 high-vitality sourced product development projects annually
- **Ensured on-time product launches** by leading transversal coordination across marketing, finance, logistics, and purchasing.
- Increased sales team effectiveness in customer negotiations by delivering technical training to 34 salespeople.

Earlier Engineering Roles

Electrical Components Selection | MBDA (for ALTEN)

Paris, France | 2008 – 2010

- Led the successful implementation of the ROHS standard across multiple projects, managing component replacement and ensuring compliance for a team of 7 designers.

Mechanical Designer (Apprenticeship) | HAGER ELECTRO

Obernai, France | 2005 – 2008

- Gained foundational expertise in end-to-end mechanical design, from concept and prototyping to production setup and performance improvement.

Education & Certifications

- **Master of Business Administration (MBA)**, Marketing & Business Development | ESGCI Paris, 2022
- **Mechanical Engineer Degree** | CNAM-ESCPi Paris, 2008
- **Certifications:** Power BI Certified Professional (2020), HTLM5 basics (2021), “straight line” sales process (2024), Neuromarketing (In Progress),

Skills

Languages

French (Native)
English (Fluent)
Japanese (Intermediate, JLPT N4)
Swedish (Beginner)

Product Management

Windchill (PDM)
Inriver (PIM)
Salesforce (CRM)
Jira

BI & Analytics

Power BI (Advanced Certified),
SAP (User)
Data Analysis, ROI Modeling

AI & Automation

LLM Prompting & Strategy
VBA
MS Office Suite