Lainne Capili-Renard

Product Manager · Orléans, France

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I'm a value driven Product Manager with 15+ years of experience leading complex delivery, most recently steering employee and retirement savings financial initiatives as well as regulated insurance projects across contracts and claims in France & the rest of Europe, building on a strong track record spanning UK local government, manufacturing, digital commerce and insurance products with distributed, global teams.

Experience

Product Owner

Société Générale Insurance · Orléans, France I Nov 2023 – Present

SITUATION

Web and mobile portal (React / React Native) for company savings, employee savings and pension plans.

TASK

Overhaul the digital experience so users manage their investments and retirement plans autonomously.

ACTION

- Anchor team delivery roadmaps and release priorities in high-level commercial strategy.
- Introduced outcome-based prioritisation: story mapping, ROI scorecards and more.
- Run and champion usability testing and discovery for the tribe.
- Drive analytics integration (Commander's Act, Piano Analytics).
- Present quarterly progress to senior stakeholders, technical and non-technical.

RESULT

Aligned team delivery with commercial strategy, balancing sales commitments against user experience and technical feasibility.

Self-initiated AI productivity

SITUATION

Reviewing emails, meetings, tasks and notes, preparing status updates, tracking goals and organising holiday handovers took significant administrative time, especially around periods of leave.

TASK

Reduce personal administrative overhead, maintain visibility of priorities and commitments, and quickly regain context after time away.

ACTION

- Designed and built a Microsoft 365 Copilot agent as a personal productivity assistant, defining its prompts, workflows and logic.
- Automated daily and weekly activity recaps, return-to-work summaries, goal and commitment reviews, and holiday handover emails.
- Consolidated tasks, meetings, emails and action items into actionable summaries.
- Refined the agent through personal use, then shared it with colleagues as a reusable productivity tool.

RESULT

Reduced recurring administrative effort, improved visibility of priorities and commitments, and made it easier to resume work after absences — demonstrating a practical team use case for AI-driven productivity.

Head Office Business Analyst & Product Owner

Société Générale Insurance · Paris, France | Jan 2019 – Nov 2023

SITUATION

Policy and claims applications hosted at Head Office, serving subsidiaries in Europe and North Africa.

TASK

Improve policy handling and claims management while balancing competing subsidiary demands.

ACTION

- Introduced prioritisation frameworks for multi-subsidiary requests.
- Enhanced web services for the claims portal and defined new self-service features.
- Led the team's move from Scrum to Kanban, defining workflow and best practices.
- Introduced an efficient process for handling production issues.

RESULT

Optimised policy and claims processing across European and North African subsidiaries through central application enhancements with a multi-disciplinary tribe, while newly established prioritisation frameworks brought transparency and objective delivery to competing subsidiary demands.

Project Manager (Insurance consultant)

ACENSI · Paris, France | Dec 2015 – Jan 2019

SITUATION

Policy management back-office for SG Insurance subsidiaries in Germany, Italy, Romania and Poland.

TASK

Deliver projects and change requests end to end, including regulatory requirements.

ACTION

- Led work from impact analysis to implementation and post-go-live support.
- Delivered regulatory features: Solvency II, Mathematical Reserves, GDPR.
- Introduced Agile to the local team and the client's subsidiaries.

RESULT

Overhauled ways of working: stronger collaboration, fewer silos, better transparency.

Agile Business Analyst

Quotemehappy.com (Aviva) · London, UK | Sep 2013 – Nov 2014

SITUATION

A 100% online insurer, plus the General Accident (Aviva) renewals project.

TASK

Improve retention and launch online renewals while staying compliant.

ACTION

- Defined customer incentives and a win-back strategy.
- Wrote user stories using Behaviour Driven Development.
- Shaped the roadmap through story mapping and led story-writing workshops with Marketing, Compliance and Legal.
- Led grooming sessions and demos with a geographically dispersed team.

RESULT

Enabled the online renewal feature for existing policyholders, integrating targeted customer incentives directly into the renewal flow to retain accounts.

Business Analyst

Aviva · London, UK | Jan 2012 – Sep 2013

SITUATION

In-house online auction application for salvaging parts from insured total-loss vehicles.

TASK

Improve back-office efficiency and the buyer and seller experience.

ACTION

- Wrote user stories and wireframe prototypes (Balsamiq, Axure).
- Investigated business issues with onshore and offshore developers in Scrum.
- Modelled the end-to-end Bluecycle Salvage financial and operational processes.

RESULT

Streamlined back-office operations and finance workflows with end-to-end process models adopted as the IT benchmark.

Consultant Business Analyst

Agilisys · London, UK I Oct 2009 – Jan 2012

SITUATION

Hammersmith & Fulham Council Self Service programme and several London Borough councils.

TASK

Promote self-service to drive efficiency and a better resident experience.

ACTION

- Conducted on-the-ground problem discovery with frontline council workers to steer process re-engineering.
- Reviewed access channels and service models; recommended process improvements.
- Produced wireframe use cases, business rules and data flows.
- Built financial cost models through activity-based costing.

RESULT

Contributed to cost savings through rationalisation, automation and fewer handoffs post process re-engineering and problem discovery.

Business Support Lead

Agilisys · London, UK I Nov 2008 – Oct 2009

SITUATION

IT operations for two council directorates.

TASK

Be the main contact between council staff and IT service delivery.

ACTION

- Managed operational issues and escalations.
- Updated procedures and managed the Change Approval Board.

RESULT

Timely responses to issues and an improved IT change management process.

Skills

Product discovery & strategy · Agile (Scrum, Kanban, SAFe) · Outcome-based prioritisation · Story mapping & personas · Product roadmapping · Usability testing · Design thinking · Data-informed decisions · BDD · Stakeholder management · Generative AI for product work · AI agent building · Prompt design & AI-assisted prototyping

Tools

Figma · Design systems · JIRA · Confluence · Klaxoon · BPMN · M365 Copilot · Claude · Gemini · Lovable · Slack · Notion

Certifications

Product Manager Confirmé — Thiga Academy

Professional Scrum Product Owner I (PSPO I)

Certified SAFe® 5 Product Owner / Product Manager

Design Thinking — Docaposte Institute

Google Data Foundations — Coursera

BCS International Diploma in Business Analysis

Education

BSc Business Information Technology (2:1)

Northumbria University, 2005–2008

Dissertation: "Firefighting in IT Systems Change" — involving end users early to avoid rework.