

What is your position at Natexo?

I'm Product Owner Monetization at the Natexo Research & Development hub for 6 months.

Over the years, my professional position has changed in the Monetization sector.

Tell us about your functions:

As Product Owner Monetization, I carry out dedicated projects from start to finish. In detail, I define a project, share my vision of the product to the developers' team ("Why do we do that?"), I list every functions used to release the project as well as the order of development by prioritizing the tasks. My job is also to communicate about the project progress, to test the different releases of the product, to validate (or invalidate) the work done.

Lastly, in general terms, I'm available to answer to all requests from Natexo Group'users and Monetization'Teams ("Support service who answer to your thousand bugs").

Skills and qualities required to be a good Product Owner are many. To name just 3, I'd say firstly a deep knowledge of the profession (4 years as far I'm concerned). Secondly, the understanding of the functioning and the developer's way of thinking. To finish, I'd mention the advanced ability to negotiate (particularly in observation of deadlines).

Since when have you worked for Natexo?

I begun my adventure at Natexo as Account Manager Assistant, where I could combine my student and professional life. Once I graduated, Natexo gave me a chance as Account Manager in Monetization. At the time, we were no more than ten people at Natexo.

One year later, I became Head of Monetization France in Paris for 2 years: an opportunity that I have considered as a real challenge.

In 2016, with a great pleasure, I have accepted a new opportunity and a new job in Natexo' Search & Development Hub: Product Owner Monetization. To summarize, I don't manage Accounts Managers anymore but developers! I share my knowledge and offer my experience to all teams in "Natexo Industry" over the world.



« Skills and qualities required to be a good Product Owner are many. »

Isabelle Lizotte,
Product Owner Monetization





What do you like most about your job?

Among all my missions, I particularly appreciate 2 parts in my job.

The first one concerns the development of a specific product, from theory to end-use by the user.

Concerning the second part, it's simply the teamwork: with Monetization' teams, on one hand, to understand their needs and with Developer's team, on the other hand, to make requests a reality.

Which are your favorite e-commerce websites?

Work in emailing makes many daily temptations: deals, private sales, promotional codes, etc.

I'm a big fan of the website Etsy where you can buy and sell handmade or vintage items, art and supplies. I always end up finding something unique to buy.

I also keep an eye on our fashion comparator website MaFringue!

Any anecdote you might want to share?

When Natexo'teams was only ten people, we used to celebrate events in a restaurant. The first one I have been present was a colleague's birthday. To preserve the surprise, we had a scenario in place: "lunch with an important client about a Monetization contract". My colleague spent many days (yes, days!) to work on a PPT presentation and came this day wearing a suit.

I still remember how eased she was when she saw us in the restaurant after we have shouted "SURPRISE!".

