



THOMAS DI LUCCIO

HEAD OF PRODUCT ADVOCACY

Developer Advocacy • Product Marketing • Storytelling

CONTACT

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EDUCATION

- 2003 - 2004
IAE Lyon School of Management
 - Executive MBA
- 1999 - 2023
IFMA, Clermont-Ferrand
 - Master's degree in mechanical engineering
 - Production management

SKILLS

Communication

- Storytelling
- Content creation
- Video production
- Public speaking

Technical expertise

- Developer relations
- User experience design
- Technical prototyping
- User research
- Roadmap building

Mindset

- Problem solving
- Data-driven decision making
- Empathetic leadership
- Cross-functional collaboration
- Growth mindset

PROFILE

Combining experience in Design, Engineering, and Developer Relations, I lead Product Advocacy focusing on growing impactful SaaS solutions. I excel at connecting technical teams with end-users, ensuring products deliver real value while meeting business goals.

With a deep understanding of technology and user experience, I specialize in bridging the gap between development and customer needs, facilitating collaboration across all product lifecycle stages.

My passion lies in simplifying complex problems, driving alignment between cross-functional teams, and fostering a shared vision to create products that resonate with users.

I am dedicated to promoting effective communication between stakeholders, empowering teams to make informed decisions, and developing solutions that solve user pain points and elevate the overall product experience.

I am looking for leveraging my skills in Product Management and Product Marketing, contributing to building innovative products that empower and inspire users.

WORK EXPERIENCE

Senior Developer Relations Engineer Blackfire.io, then Platform.sh • 2021 - current

Following the acquisition of Blackfire by Platform.sh, I became the voice of Blackfire, de facto single-handedly leading its product advocacy initiative.

I took responsibility for building a coherent product marketing strategy, improving the positioning of the brand and product, and creating a strong content strategy to reach our target audience.

I produced weekly blog posts, maintained documentation, gave talks at developer conferences, and built strong relationships with our audience to help them use our continuous observability solution effectively.

Additionally, I collaborated closely with internal teams to align product development with user needs and fostered growth through a mix of content, advocacy, and direct user engagement.

This experience strengthened my skills in Product Marketing and Product Management, as I worked on expanding the product's reach and helping users derive maximum value from it.

I focused on creating a clear and unified vision for the product, brand, and community. This involved aligning stakeholders, product, engineering, and marketing teams, ensuring consistency in building, growing, and presenting the product.

PUBLIC TALKS

Bulletproofing for Black Friday

- **SymfonyCon Vienna 2024**
December 2024
Vienna, Austria
- **SyliusCon Lyon 2024**
October 2024
Lyon, France

Introduction to Continuous Profiling

- **SymfonyLive Paris 2024**
March, 2024
Paris, France

Stop firefighting with Blackfire!

- **SymfonyOnline January 2024**
- **SymfonyCon Brussels 2023**
December, 2023
Brussels, Belgium

Crafting desirable future: design for the anthropocene

- **MixIT 2019**
April, 2019
Lyon, France
- **Forum PHP 2019**
October, 2019
Paris, France
- **Agile Grenoble 2019**
November, 2019
Grenoble, France

LANGUAGES

- French (native)
- English (fluent)
- Italian (basics)

HOBBIES

- Reading
- Storytelling
- Theatre
- Poetry
- Photography
- Modern Art
- Generative Art
- Coding
- DIY
- Cooking
- Patisserie
- Personal chef to a 9 yo

● **R&D Full-stack Web Developer** Mapado Pro • 2016 - 2021

I worked on developing a SaaS product from the ground up, learning about the challenges of scaling demanding digital solutions in the ticketing industry. We aimed to create new features and support growth by making the booking process faster, more scalable, reliable, and efficient.

I worked closely with product and marketing teams to understand how technical decisions affect user experience and contribute to growth. This experience was key to my development toward Product Management, emphasizing the balance between technical feasibility and delivering lasting user value.

● **Interaction Design Teacher** Strate, School of Design • 2019 - 2022

As a design teacher, I guided students in their first steps in interaction and experience design. I encouraged them to explore the origins and current design state, helping them learn how to solve problems using digital tools. I invited them to shape and leave their marks on the future interaction design.

Teaching also helped me deepen my own understanding of user-centered design and technology. Storytelling was key to engaging students and encouraging them to think creatively, especially those initially hesitant to embrace the complexity of the design field.

● **Interactive Designer** ThinkInnovation • 2014 - 2016

This small agency was focused on solving the most complex challenges for large clients in the pharmaceutical and chemical industries. We were hired to help our customers explore creative ways of solving intricate problems.


As an Interactive Designer, I explored the relationship between technology, design, and storytelling. This role laid the foundation for my future work by allowing me to tackle complex projects, balance technical requirements with creative solutions, create team alignment, and refine my storytelling skills.


● **Freelance Experience Designer** Zehnsysteria • 2005 - 2015


As a freelance interaction designer, I specialized in the public sector, focusing on projects of general interest. I worked with government agencies and public institutions to design tools that improved operational efficiency and fostered stronger connections with citizens.

This experience allowed me to tackle diverse challenges, from simplifying internal processes to designing engaging public interfaces and exploring storytelling. I also gained a deep understanding of user needs, the importance of accessibility, and the role of empathy in creating impactful, user-centered solutions that benefit both organizations and the communities they serve.

REFERENCE

Jerry Neuviarts
CEO • *Mapado.com*
 jerryneuviarts

Christophe Dujarric
Head of PM • *Bump.sh*
 christophedujarric

Jérôme Vieilledent
CTO • *Wimova*
 jeromevieilledent