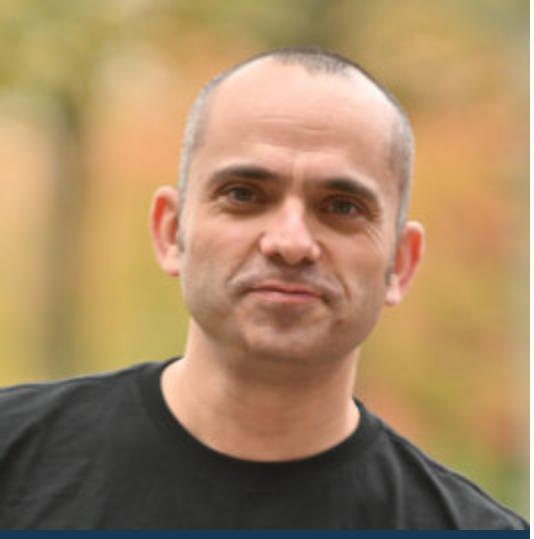

THOMAS DI LUCCIO

SENIOR PRODUCT MANAGER

Product Management • Product Marketing • Developer Advocacy

CONTACT

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thomasdiluccio

EDUCATION

2003 - 2004
IAE Lyon School of Management
- Executive MBA

1999 - 2003
IFMA, Clermont-Ferrand
- Master's degree in mechanical engineering
- Production management

SKILLS

Product & Strategy:
Product strategy and positioning, roadmap planning, hypothesis-driven discovery, PMF analysis, user research, cross-functional leadership

Marketing & Communication:
Product marketing, go-to-market strategy, storytelling, content strategy, public speaking

Technical:
Developer relations, technical prototyping, full-stack development, UX/UI design, Agentic Development

Mindset:
Founder-mode ownership, problem-solving, data-driven decision-making, empathetic leadership, growth mindset

PROFILE

I'm a Product Builder. A Designer turned Developer who became a Product Manager after years in Advocacy and Product Marketing.

My work lives where technology, storytelling, and resilience meet. I thrive on crushing complexity, designing tools and systems that empower people to navigate it.

At Upsun, my recent work has centred on onboarding, acquisition, and growth: getting people from first contact to real, lasting use.

I'm a hands-on builder. I'm not shy about writing code, fixing problems myself, or going into the trenches to unblock my team so a project actually crosses the finish line.

My interest is structural. I care deeply about the lasting relationship a product creates between people, technology, and the systems they depend on.

I favour clarity over complexity and outcomes over activity. I own problems end-to-end, from discovery through to shipped, adopted product.

WORK EXPERIENCE

Product Manager
Upsun • *2025 - current*

- Drive onboarding, acquisition, and growth for Upsun Cloud, running hypothesis-driven discovery across backend, browser, and platform signals, partnering with Customers, Sales, and Engineering. Small team, wide surface: from the first click to the first success.
- Shorten the distance between first contact and real, lasting use: built a content system, talks, docs, video, that gets developers to value faster and keeps them once they're in. The bet is simple: teach well early, and retention takes care of itself.
- Started designing for a second audience: the AI agents now discovering and evaluating the product alongside the humans who actually use it. The challenge is making something both humans and robots love, and I like chasing it.
- Contributed to go-to-market material end to end: web copy, feature pages, competitive positioning, talk tracks, and the assets Sales actually uses in the field.
- Own the user-facing observability features across the platform, that show them where and why their apps are slow then help them right-size and scale the resources behind them.

Senior Developer Relations Engineer
Blackfire.io, then Platform.sh / Upsun • *2021 - 2025*

- Joined through Platform.sh's acquisition of Blackfire.io, became the de facto product voice for four years, running advocacy solo across content, community, and product feedback loop.
- Rebuilt the brand's positioning from the ground up, and built a content strategy that reached developers directly instead of through a marketing filter.
- Wrote weekly, documented constantly, and spoke at developer conferences until the relationships with our users were personal, not just professional.
- * Drove product roadmap input from customer and usage signals, shipping growth-phase features including Browser Monitoring & Analytics (Web Vitals, user behavior), the Blackfire Learning Centre (40+ videos), and the "Crisis to Control" partner narrative with SensioLabs.
- This is where I stopped being just a developer advocate and became a product manager and marketer in one: someone accountable for the story, the roadmap, and growth.

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

- Guided students through their first steps in interaction and experience design, and pushed them to leave their own mark on the field rather than just learn its rules.
- Storytelling did the real work: it's what got the hesitant ones to stop fearing the field's complexity and start playing with it.
- Pushed students to trace complexity back to its origin instead of just softening its consequences; fixing the source beats managing the fallout.

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

- Contributed building a SaaS ticketing product from the ground up, and learned firsthand what scaling a booking flow under real demand actually costs: speed, reliability, and every trade-off in between.
- Working alongside product and marketing taught me technical decision is never just technical. This is where I found the pull toward product management: weighing what's technically possible against what actually holds up for users.

Interactive Designer
ThinkInnovation • *2014 - 2016*

- A small agency built to solve hard problems for pharmaceutical and chemical industry clients.
- Where I first balanced technical constraints against creative solutions, and learned that storytelling is what makes a team move together.

Freelance Experience Designer
Zenhysteria • *2005 - 2015*

- Designed tools for government agencies and public institutions that simplified internal processes and improved citizen access to public services
- This is where accessibility and empathy stopped being nice-to-haves and became the job.

SELECTED TALKS

- **Bulletproofing for Black Friday**
  SymfonyCon Vienna 2024
  SyliusCon Lyon 2024
- **Introduction to Continuous Profiling**
  SymfonyLive Paris 2024
- **Stop Firefighting with Blackfire!**
  SymfonyOnline 2024 - SymfonyCon Brussels 2023
- **Crafting Desirable Futures: Design for the Anthropocene**
  MixIT 2019 · Forum PHP 2019 · Agile Grenoble 2019

REFERENCES

Jerry Neuviarts
CEO • Mapado.com
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Nigel Kersten
CTO • CreativeX
nigelkersten

Béatrice Harrois
CMO • Scaleway
beatrice-harrois

Jérôme Vieilledent
CTO • ex Wimova
jeromevieilledent

Christophe Dujarric
Head of PM • ex Bump.sh
christophedujarric