

# CLAIRE KAROUBI

 clairedlmk@gmail.com  +33 7 45 15 31 95  Paris, France  [linkedin.com/in/clairekaroubi](https://linkedin.com/in/clairekaroubi)

## PROFESSIONAL SUMMARY

Product marketing leader with 10+ years of experience driving adoption of technical solutions, from SaaS to AI-powered tools. Adept at positioning complex products, enabling sales teams, and shaping go-to-market strategies for enterprise audiences. Proven track record in AI/LLM innovation, behavioral messaging, and cross-functional collaboration to communicate value and differentiate solutions.

## SKILLS

### Product Marketing

- Product Positioning & Messaging
- Go-to-Market Strategy
- Sales Enablement
- Competitive Differentiation
- Thought Leadership

### Technical and AI

- AI/LLM Innovation
- AI-Powered Tools
- Behavioral Science
- Technical Storytelling
- CRM/CDP Platforms

### Leadership and Collaboration

- Cross-Functional Leadership
- Enterprise Adoption
- Market Strategy
- Stakeholder Management
- Team Training

## PROFESSIONAL EXPERIENCE

### Director of Product Marketing and Partnerships

2021 – 2023 | Paris, France

#### Observia

- Developed compelling product positioning and messaging for SPUR and d.tells (an AI-powered content generation tool leveraging behavioral, demographic, and medical data), driving a 75% increase in pharma adoption of SPUR and leading the product's AI capabilities in collaboration with an AI expert.
- Secured Observia's first major international pharma partnership with Sciensus and expanded market reach through strategic distributor relationships, validating the product in enterprise markets.
- Created sales enablement tools (case studies, decks, trainings) with NPS > 80, ensuring effective communication of complex solutions.
- Built credibility through co-authored scientific publications, medical conference presentations, and expert networks, paving the way for enterprise adoption.

### Associate Director, Consulting

2019 – 2020 | Paris, France

#### Ipsos Strategy 3

- Launched a new innovation consulting service line, designing messaging, positioning and go-to-market frameworks for multinational clients.
- Directed cross-functional teams of 2-3 consultants on engagements, delivering strategies adopted at global and regional levels for consumer brands (Danone, Nestlé, Bel) and tech clients (Facebook, Randstad).
- Built an innovation pipeline for *The Laughing Cow*, identifying new product opportunities and consumer targets to drive category growth.

### Strategic Marketing and Innovation Consultant

2011 – 2018

#### (Freelance)

Featured client projects:

- **The Organised Atelier (2024):** Defined brand and product positioning through competitive benchmarking, customer segmentation and pricing analysis.
- **HUM Nutrition (2018):** Developed a data-driven market-entry strategy for China and Europe, including scoring models and product segmentation.
- **Oak National Academy (2017):** Conducted research with 50+ parents and teachers to refine value propositions and onboarding, boosting engagement on a 250K+ DAU edtech platform.
- **B2B Retail Client (2017):** Repositioned the brand to attract millennial customers using expert interviews and competitive insights.

## Head of Marketing

2015 – 2016 | Nairobi, Kenya

### Sanergy

- Recruited and managed a 3-person team (call center manager, marketing associate, graphic designer).
- Reached 500K+ potential customers and increased fertilizer product sales through Facebook campaigns.
- Refined messaging and service design, increasing uptake in Nairobi's informal settlements by 200%.

## Project Lead

2012 – 2014 | New York, United States

### Apploi Start-Up Group

- Secured 15+ clients across Asia, achieving a 20% growth in six months for the SaaS' pilot launch.
- Propelled a portfolio app to the top of search rankings by pioneering App Store Optimization (ASO) strategies, testing methods iteratively to optimize app metadata.

## Product Marketing Associate

2011 – 2011 | New York, United States

### MediaOcean

- Supervised team of 3 designers and developers to redesign corporate website.
- Built and ran QA for an e-learning platform used by 70+ SaaS clients.

## EDUCATION

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### INSEAD

2018 | Fontainebleau, France

### Master of Business Administration (MBA)

- Recipient of the INSEAD Women's Scholarship
- President, Design & Innovation Club

### Wellesley College

2011 | Wellesley, MA, USA

### Bachelor of Arts in Economics

## Certifications

Social Psychology (Udemy), Changing Customer Behavior, by Daniel Ariely (Udemy/Acumen+), Design Kit: The Course for Human-Centered Design (IDEO)

## LANGUAGES

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### French

Native

### English

Native

### Portuguese

Proficient

## PUBLICATIONS

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### The SPUR Model: A Framework for Considering Patient Behavior, Patient Preference and Adherence

by Kevin Dolgin & Claire Karoubi

2020

## HOBBIES

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Instructor in Brand Strategy • Founder Women in Innovation (FR) — 500+ members •

Competitive backgammon • Embroidery • Vinyasa yoga