

# ALEXANDRE DULAC

Senior Product Leader — PropTech & Real Estate SaaS

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U.S. Permanent Resident • Bilingual French / English

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## PROFESSIONAL SUMMARY

Real estate PropTech founder and product leader who built a **cloud-native SaaS platform from concept to regulator certification**, drawing on **18+ years operating the workflow the platform digitizes**. Founder of **BFY-Diagnostics**, a multi-module SaaS for building inspection and energy compliance — the first cloud-native engine submitted for CSTB validation in France (regulatory equivalent of NYC's LL84/LL87/LL97 framework). Authored **15+ functional specifications** covering the full inspection workflow. Concurrent founder and operator of **EDIMM** (a transnational building diagnostic and energy optimization firm — 4 offices, 5,000+ missions delivered) — i.e., the customer profile BFY serves. Operator-builder profile rare in PropTech.

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## CORE EXPERTISE

- **Product strategy & specification** — 15+ specs authored, modular architecture, regulatory roadmap
- **Regulated SaaS development** — CSTB / DPE certification process, IP protection (APP), multi-jurisdiction GTM
- **Modern cloud stack** — Next.js, NestJS, PostgreSQL, Prisma, Stripe Usage-Based Billing, Microsoft Entra ID, multi-tenant i18n
- **Mobile / field-ops product** — offline-first PWA (Workbox + IndexedDB/Dexie.js, photo compression, sync queue) and React Native app
- **AI integration** — Claude Sonnet/Opus pipelines, usage-based billing model, conversational compliance assistant
- **Domain expertise as moat** — 18+ years as the user the product is built for

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## PROFESSIONAL EXPERIENCE

### Founder & Chief Product Officer — **BFY-Diagnostics**

2023 — Present

*Cloud-native SaaS for real estate inspection, energy diagnostics, and compliance reporting (operated under Papilio Strategies LLC).*

- Architected and led development of a **20-module platform** from concept to **CSTB certification submission** — first cloud-native entrant against 9 Windows-desktop incumbents on the French regulator's validated tools list.
- Authored **15+ functional specifications** spanning: regulatory energy engine, AI agent (4 use cases, Claude Sonnet/Opus), asbestos / lead / termite modules, client portal (regulatory obligations engine), 3D floor-plan editor (Konva.js + Three.js), and field mobile app.
- Designed the **offline-first PWA architecture** for field technicians (voluntary offline toggle, IndexedDB via Dexie.js, storage-quota management, canvas-based photo compression, sync queue with last-write-wins resolution).
- Owned the **full IT and security stack as de facto CTO**: cloud architecture, Microsoft Entra ID SSO, Stripe Usage-Based Billing, IP protection via APP deposit, end-to-end security posture (encryption, GDPR, role-based access).
- Built the commercial model: 400€/year base + 300€/collaborator subscription tiers, plus AI module priced 0.50–1.00€/dossier. Authored CGV (terms of service).
- Built **BFY Academy v2.0** (deployed April 2026), a 5-subdomain multi-tenant Next.js 16 platform with EN/FR i18n and a NestJS API.

### Founder & Managing Director — **EDIMM**

2007 — Present

*The transnational building diagnostic and energy optimization firm that defined the BFY product spec.*

- Operator perspective: built and ran the **exact business BFY now digitizes** — 4 offices, 20+ employees at peak, 5,000+ missions across tertiary, industrial/logistics, residential. Every product decision in BFY is grounded in measured field workflow.
- Direct customer pipeline: existing EDIMM client base (**SEGRO France** logistics portfolio, **Cushman & Wakefield / Adobe HQ, Capital 8 Paris** ~484,000 sq ft) is the design-partner cohort for BFY.

- **Court-Appointed Expert** (Cour d'appel de Saint-Denis de La Réunion) since 2020 — building and energy-performance disputes.

### **IT Project Manager — CMA-CGM**

2002 — 2007

*World's 3rd-largest container-shipping group.*

- Worldwide rollout of an IT monitoring system across **5,000+ users**; implemented ITIL-based production processes — enterprise-scale deployment & ops foundation.

### **EDUCATION**

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- **M.S. in Real Estate Project Management & Development** (Mastère Spécialisé MOGI), **ESTP Paris** (École Spéciale des Travaux Publics), 2018–2020.
- **M.S. in Management** (Full English Track, EQUIS-accredited), **IAE Aix-Marseille**, 2010–2011.
- **Associate Degree in Computer Engineering Technology, Conservatoire National des Arts et Métiers (CNAM)**, 2000–2006.
- All credentials evaluated by **World Education Services (WES)** — two master's degrees and an associate degree from regionally accredited institutions (Reference #7120282).

### **CERTIFICATIONS & INDUSTRY ENGAGEMENTS**

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- **BREEAM In-Use Practitioner** — BRE Group (Europe & U.S. modules, completing late 2026). International ESG framework for the existing built environment.
- **Court-Appointed Expert Witness** — French Court of Appeals (Cour d'appel de Saint-Denis de La Réunion), 2020 — Present.
- **Certified Building Inspector** — Energy Performance (with distinction), Asbestos (with distinction), Termite, Lead, Electrical, Gas.
- **Bureau Member**, ATEE Île-de-France (French Energy & Environment Association) • **Active Member**, CINOV (French Federation of Consulting Engineers) • **Speaker**, ATEE/CINOV national webinar on building energy audits, April 2026.