

Jean-Baptiste Astau

TECHNICAL MARKETING · LLM APPLICATIONS · SALES ENABLEMENT

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Alénia (Perpignan), France

Engineer (ICAM) and marketer. For over ten years I have turned technical products into material that helps people sell them: sales training, data sheets, decks and proof points. I also build what I explain: an AI assistant that runs on the **Mistral API in production**, measured on its own evaluation bench.

EXPERIENCE

Biogrow — Digital & Communication Manager

2026 – now

Coco substrates for horticulture · international B2B · technical marketing for sales

- Sales enablement for an international sales team: technical data sheets, crop guides, presentation decks and sales training materials.
- Designed a crop-monitoring solution that helps growers steer their cultivation and makes growing technique easy to explain.
- Built KPI reporting so management and sales steer on data.
- Deployed a self-hosted AI workspace (LibreChat, MCP connectors) and trained colleagues to use it.

Carnet d'ici — Founder

ongoing

Regional travel guides with an AI companion · proof of concept live at carnetcatalan.fr

- RAG assistant in production on the Mistral API (mistral-small), built in Python/FastAPI and run with Docker; grounded in 5,177 places, 1,748 events and 135 hikes.
- Guardrail by design: the model names, the database provides. Addresses, opening times and links always come from the data, never from the model.
- Every release passes a 134-question evaluation bench, each question run three times; no regression ships.

Bhallot & Vaguabon — Founder & Managing Director

2016 – 2025

French textile brands · in charge of communication and marketing

- Made a technical product easy to buy: technical sheets, educational content on natural materials and processes, trade-show presentations.
- Earned national media coverage: France 2 evening news, France Inter morning show, RTL, plus regional and trade press.
- Ran 360° digital marketing (e-commerce, SEO, Google Ads, social, newsletters): strong growth in visibility and sales.
- Built the brand on sovereignty and traceability across a France–Portugal–Bangladesh supply chain; led a small team.

MEASURED

53% → 98%

Carnet d'ici assistant score after an architecture change, same model, on the 100-question bench of the time.

TECHNICAL CONTENT

Sales training, data sheets, decks, proof points, guides, demos, articles, trade shows

LLM & AI

RAG, retrieval tuning, structured output and tool calling, LLM-as-judge evaluation, guardrails, Mistral API. Post-training basics: SFT, DPO, LoRA

MARKETING

SEO, Google Ads, press relations, social media, newsletters, CRM, e-commerce

STACK

Python, FastAPI, Docker, PostgreSQL, n8n, self-hosting

LANGUAGES

French, native
English, fluent
Spanish, conversational

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EXPERIENCE, CONTINUED

Attraptemps — Communication Project Lead

2025

Communication agency · Perpignan

- Led 360° strategies for B2B and B2C clients (tourism, food, services): positioning, key messages, action plans.
- Websites, SEO and performance reporting; coached clients on explaining their offer clearly.

CPHD / Gold of Bengal — Process Engineer & Project Co-Director

2014 – 2016

Natural-fibre composites · Bangladesh

- Developed an innovative industrial process turning natural fibres into composite materials, with R&D teams and academic partners.
- Set up and ran a pilot production unit: local teams, quality process, reporting to international investors.
- Learned the lesson that shaped the rest of my career: a good product that is poorly explained does not sell.

OTHER VENTURE

Wisteria — Co-founder

ongoing

IT services company: AI, cloud, e-commerce and ERP projects for small and mid-sized businesses.

EDUCATION

ICAM, general engineering degree, Toulouse

2009 – 2014

CNAM, e-commerce and e-marketing certificate, Toulouse

2017

Semantic SEO (Laurent Bourrelly) and Google UX Design certificate

2018

HOW I WORK

Build it

Show what works rather than describe it.

Architecture before power

How a system is built matters as much as the size of the model.

Use before prowess

Engineering counts when it reaches real customers.

OFF THE CLOCK

Self-hosting on Raspberry Pi and servers since childhood, photography, travel, sport.

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