

GAUTHIER STRICKER

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FORMATION

- 2017 **Le Wagon – Coding Bootcamp (Full-Stack Web Development) – Paris**
- 2016 - 2017 **CentraleSupélec / ESSEC Business School – Ms CENTRALE-ESSEC Entrepreneurs – Cergy**
Professional Thesis : ‘*Cognified Learning Organization: when Learning Organization meet Artificial Intelligence*’
- 2012 - 2016 **ESSEC Business School – Bachelor in Business Administration (M1) – Cergy**
Master Thesis : ‘*Lean adoption to cope with upcoming disruptive innovations and environmental uncertainties*’
Academic exchanges : ICADE (Spain – 5 months) | HvA (Netherlands – 5 months)

EXPERIENCES

- 2018 **Product Owner – Twimm – Suresnes (CMMS)**
(2 months) Management of a product-oriented team (5 web developers) and animation of SCRUM workshops
Backlog maintenance, User stories writing and coordination with the Product Manager / Product Owners
- 2016-2017 **Co-founder / Product Leader – Webotit – Cergy (Chatbot)**
(10 months) *Creation of a Chatbot as a service startup for Retailers (webotit.ai)*
- Marketing Positioning :
- Analysis of the conversational assistants market
 - Elaboration of a differentiation strategy : in-store chatbot to provide personalized product recommendations
- Product Design :
- Identification of our core features, use cases and best-practices in conversational UX
 - ‘AI Api’ benchmarking, writing of technical specs and use of Natural Language Processing
 - Monitoring effectiveness / continuous improvement of the solution through user feedbacks and KPIs
- Milestones :
- Implementation of the solution for a major parapharmaceutical retailer
 - Vivattech 2017 Klepierre Challenge - 1st Price
- 2017 **ESSEC Business School, Transformation Department – Cergy (Change Management)**
(5 months, Part-time) Analysis of the two-year ESSEC transformation strategy, synthesis and drafting of the Memorandum
- 2015 **Monsieurdrive – UX Product Manager Assistant – Paris (Foodtech)**
(6 months) Agile product management (Lean Startup) with multidisciplinary teams :
- Website : UX improvement based on a user-centered approach
 - Mobile App : Ideation workshops, MVP scope definition and wireframe conception
- 2013 **Arteco Production – Marketing Assistant – Marseille (E-commerce / Illusionism)**
(3 months) Implementation of communication strategies for upcoming products (offline & online)

LANGUAGES	English	Fluent (TOEFL 92/120, TOEIC 890/990)
	Spanish	Intermediate level
DIGITAL	Competencies	Ruby, Rails, SQL, Git, HTML, CSS, Bootstrap Office 365, Jira, Photoshop, Sketch
	Projects	<i>Onorm</i> : Automated assistant to check websites legal compliance (back-end) <i>Tabata</i> : Airbnb Copycat (back-end) <i>XponentialSociety</i> : Curated video website about exponential technologies (ongoing)
KNOWLEDGE	Marketing	Product Marketing, Web Marketing, International Marketing
	Innovation	General theories, exponential and systems thinking
OTHERS	Topics of interest	Prospective, emerging technologies, AI, medicine, education
	Hobbies	Prestidigitation : magic tricks creation for professional magicians
	Student Life	BBA ESSEC BDE : conception and implementation of a restructuring plan