



Mathieu Tank

## DIGITAL LEADER – CONTENT. PRODUCT. DATA. TEAMS & TALENTS

mathieutank@gmail.com

+33 6 88 97 75 29

Paris, France

linkedin.com/in/mathieutank

Twenty-five years as a leader in the digital industry, including twelve at Yahoo, three at PayPal and five at iProspect.

Focused on product quality, data driven decisions, customer satisfaction and revenue generation through delighting user experience and talent development.

My work fuel: teamwork, multicultural environment, innovation for excellence, customer fixation, kindness.

### Education & trainings

#### Cegos/Orsys (2019)

Business Developer  
Scrum Master Certification  
SQL and databases

#### Centre de formation et de perfectionnement des journalistes (CFPJ) (2000)

Journalism and sub-editing

#### Paris XI University (1995)

Master in Biochemistry and Molecular Biology

### Languages

#### French

#### English

### Skills

#### CONTENT

Content strategy – Content quality – Copywriting – Localization – Brand content

#### PRODUCT

Product management – UX – Customer journey – Scrum – No code

#### DATA

Web Analytics – CRO – Digital transformation – RGPD compliance

#### LEADERSHIP

Change management – Remote organizations – Talent development – Recruitment

#### BUSINESS

Customer success – Business development – Budget planning – Vendor management

### Assets

#### Approachability & empathy

#### Communication

#### Collaboration & empowerment

#### Adaptability & resilience

#### Strategic & detail-oriented mindset

### Interests

#### Music

Concert organization, fanzines. And a lot of listening

#### Culture

Movies, books, comics, TV series, exhibitions: As long as it surprises me.

### Work experience



#### Analytics Director

From 2020 to 2025 [iProspect \(dentsu\)](#)

Designs and sells tailor-made Web Analytics solutions to clients in multiple industries, onboards them and maintains long term and successful customer relationships (turnover > 1 M€)

Tool agnostic: Google, Piano, Commanders Act, Adobe, etc.



#### Head of Content Localization, EMEA & Americas

From 2017 to 2019 [PayPal](#)

Managed a remote team of 20+ Language Managers spread across four continents, helping people to connect in over 20 markets by providing them with PayPal contents in their local languages, including GDPR requirements  
Led the transformation of the EMEA team: roles, goals, processes, hiring, onboarding, mentoring and training



#### Web Analytics Consultant

From 2016 to 2017 [Wasabi Analytics / iProspect](#)

Digital measurement planning and execution: defined KPIs, tracking plans, custom reporting, data analysis



#### Head of Editorial and Audience, Europe

From 2012 to 2013 [BlouinArtinfo.com](#)

Led the European websites, hired and managed the editorial teams (15+ journalists/translators across EU)



#### Editor in Chief / Head of Audience

From 2009 to 2011 [Yahoo France](#)

Responsible for every word and pixel of Yahoo France by driving overall market product, editorial & programming strategy. Accountability included front page (5M daily UU), news and entertainment properties and brand content  
Re-organized and led the editorial staff (20+ middle managers and editors)

#### Surfer / Surfing Manager / Product Manager / Product Owner / Head of Search

From 2000 to 2009 [Yahoo France](#)

Managed Yahoo's Web Directory and Search products, including localization, launch and development of Y!

Search News, Flickr and Y! Answers (social Q&A service based on UGC, 4M+ monthly UU)

Accountable for audience, revenue growth and monetization (SEA development)

Led an international team based in FR, ES, IT, DE and BR

### Entrepreneurship



#### Co-founder & CPO

From 2022 to 2024 [Matthaeus](#)

A service for collecting, sharing and transmitting the memory of loved ones. Beta version launched in June 2023

Business planning (SaaS B2C), fund raising

Product, design and content ideation and specifications, usability testing, roadmap governance (AI projects)

Project/product management, based on Bubble no code solution (self-taught + supervision of the agency vendor)



#### Freelance consultant

From 2014 to 2016 [self employed](#)

Digital and content strategy consulting

#### Co-founder

From 1992 to 1994 [Distorsion](#)

Production and release of six records

### Community & engagement



#### Communication department

From 1994 to 1999 [AFM-Téléthon](#)

Science and medicine journalist, editor and sub-editor



#### City councilor

From 1993 to 1995 [Orsay](#)

Part of the youngest list ever for French municipal elections