



Mathieu Tank

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

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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 compliancy

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.

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.

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