



EXPERIENCES

EDENRED (Freelance) Senior PM on Edenred+ app & website 2022 - 2024

● User Research ● Web-Mobile platforms ● Agile at scale

- PM of the Scrum team Configure. B2C in an **international banking market**.
- Partial autonomy on the roadmap. Backlog management & US writing.
- **Impacts**: Reduced customer support contacts. Access to a web version of the platform.
- Prioritization via Story Mapping. **Structured user interviews** on usability.
- **Data evangelist**: markup plan, integration, training, exploration, follow-up.
- Collaborative work with IT on techno-functional designs.

RADIO FRANCE Senior PM on Radio France app 2019 - 2022

● Discovery ● Data Expertise ● Outcomes

- PM of the impact team **Engagement. B2C with +2M visitors/year**.
- **Full autonomy** on building the **Roadmap** & the Product **Growth Strategy**, using OKRs.
- Market, data & feedback study to identify outcomes to prioritize.
- **Impacts**: Reduced user pain points by 70%. Improved activation by 10%. Reached market standards in users' perception.
- AB Test experimentations. RICE prioritization. Push surveys. User interviews.
- **Initiatives** on tribe level: **Impact Teams**, Continuous discovery, **Feedback loop** and process structuring. Product/Design team training on data solution.
- Data expertise on old and modern analytics solutions. Impact monitoring.
- Leading collaborative workshops and enforcing agile practices like self-organization.

OUI.sncf Product Owner on Assistant SNCF app 2018 - 2019

● Agile ● Complexity ● Community & Mentoring

- PO of the Scrum team *Travellers Information*. Backlog management & US writing.
- Real time, itinerary search, notifications, help, GDPR. Complex and technical context.
- Evolution of business rules and passenger services. Switch to new technical layers.
- Creation and **leading** of a **community of PMs**. **Mentoring** of a junior PM.

APPOUEST (Mobile Agency) Co-founder et Co-director 2015 - 2018

● Business ● Management ● Development

- **Co-management** of the agency, **management** of one employee.
- **Business relations and strategy**. Pre-sales with clients.
- Product Ownership and Mobile **development** (iOS & Android) **on +10 mobile app** : social networks, B2B, image editing (*Fizzer*), contact management, e-learning, todo list, analytics dashboards, IoT.
- 2 products **highlighted by Apple**. +1M et +200k downloads
- **Design and ergonomics** of mobile applications. Corporate identity design.

SKILLS

Basics :

Delivery ★★★★★
Discovery ★★★★★
Leadership ★★★★★
Internal comm. ★★★★★

Eco-systems :

Mobile ★★★★★
Web ★★★★★

My +++ :

Data ★★★★★
Agile ★★★★★
Technical ★★★★★
Collab. workshops ★★★★★
AI Generation ★★★★★

TECH STACK

iOS, Android, Flutter, C#,
Javascript, Microservices,
Git

EDUCATION

Master degree in IT
Ergonomics and Entrepreneurship
options

University of Rennes 1
2013

OTHERS

- Fluent in English
- Professional reading:
Product Management,
psychology, systemics,
leadership, strategy
- Talks on product & agile
concepts, communication
and psychology