



MAXIME PLASSE

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20/01/1993

EXPERIENCE

- CPO & Full-Stack Developer SEPTEMBER 2020- JUNE 2023
FoodClass. (foodclass.fr)
PARIS

FoodClass is a platform that provides chefs and culinary content creators the opportunity to monetize their expertise through interactive cooking livestreams. Each chef and creator has a space where they can share their recipes with their community, while strengthening the connection with it. From the users' perspective, the platform's ambition is to make cooking accessible to everyone by offering a majority of free sessions, while providing them with a genuine sharing experience with the chefs.

My role encompassed several tasks:

 - Eboration and implementation of a strategic plan, defining key objectives and establishing specific milestones for development and growth
 - Analysis of metrics using GA and Hotjar
 - Design and creation of the platform (Figma mockups & web development - Ruby On Rails, Javascript; www.foodclass.fr)
 - Identification of user needs and development of features to address those needs
 - Recruitment and retention of a community of 40 chefs and culinary content creators
 - Engagement and interaction with a community of +1000 users (social media, newsletter)
- Senior - Business Modelling & Data Analysis SEPTEMBER 2018 - OCTOBER 2021
KPMG Corporate Finance
PARIS
 - Evaluation of companies in various contexts (acquisition, restructuring, refinancing, etc.) through different approaches (DCF, stock multiples, transaction multiples, etc.)
 - Creation of financial models for financial management: building business plans, assisting in investment decision-making
 - Valuation of tangible assets (PP&E, stocks) and intangible assets (brands, technologies, customer relationships) as part of purchase price allocation
 - Due diligence work, preparation of valuation reports, and business prospecting
- Financial Analyst SEPTEMBER 2017 - JULY 2018
BNP PARIBAS CIB
LONDON
 - Analysis of liquidity ratios within the Global Markets activity
 - Study of liquidity variations with Front Office teams (repo desks, Credit, G10, Forex)
 - Monthly reporting creation (LCR, NSFR)
 - Analysis of balance sheet variations and explanation of impacts
- Sales Assistant DECEMBER 2016 - JULY 2017
BBVA CIB
PARIS
 - Management of pricing requests for structured products in primary and secondary markets
 - Drafting of commercial proposals for client prospects
 - Daily management of post-trade issues (front and back-office issuance, settlement, payments...)
 - Transaction monitoring with investors: verification and confirmation.

EDUCATION

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| WEB DEVELOPMENT
LE WAGON
Paris
9 weeks coding Bootcamp : HTML, CSS, Bootstrap, JavaScript, SQL, git, GitHub, Heroku, Ruby et Ruby on Rails
JANUARY 2022 - MARCH 2022 | MASTER IN MANAGEMENT
TOULOUSE BUSINESS SCHOOL
Toulouse / Barcelona
Major: Financial Management
SEPTEMBER 2014 - JUNE 2017 |
| MSC CORPORATE FINANCE
Double Degree Universitat Politècnica de Catalunya
Barcelona
SEPTEMBER 2016 - DECEMBER 2016 | BACHELOR IN MANAGEMENT
IAE LYON 3 - HFU BUSINESS SCHOOL (Year abroad)
Lyon - Schwenningen, Germany
SEPTEMBER 2011 - JULY 2014 |

SKILLS

ADOBE (Illustrator, Premiere Pro) / MICROSOFT / Notion / Figma / Web Development (RoR, JavaScript, HTML, CSS)

LANGUAGES

FRENCH ENGLISH (TOEIC 980) SPANISH
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OTHER/ LEISURE

SPORT: Judo (won french championships 2005 & 2006) - Football - Running (Marathon 3h15) - Tennis
Cooking / Oenology: WSET level 2
Side project: design and creation of an e-commerce website dedicated to Bach flowers (energieharmonie.co)