



# MAXIME PLASSE

www.maximeplasse.com  
maxplasse.pro@gmail.com  
+33 6 24 78 70 64  
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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| <b>WEB DEVELOPMENT</b><br>LE WAGON<br>Paris<br>9 weeks coding Bootcamp : HTML, CSS, Bootstrap, JavaScript, SQL, git, GitHub, Heroku, Ruby et Ruby on Rails<br><b>JANUARY 2022 - MARCH 2022</b> | <b>MASTER IN MANAGEMENT</b><br>TOULOUSE BUSINESS SCHOOL<br>Toulouse / Barcelona<br>Major: Financial Management<br><b>SEPTEMBER 2014 - JUNE 2017</b>  |
| <b>MSC CORPORATE FINANCE</b><br>Double Degree Universitat Politècnica de Catalunya<br>Barcelona<br><b>SEPTEMBER 2016 - DECEMBER 2016</b>   | <b>BACHELOR IN MANAGEMENT</b><br>IAE LYON 3 - HFU BUSINESS SCHOOL (Year abroad)<br>Lyon - Schwenningen, Germany<br><b>SEPTEMBER 2011 - JULY 2014</b> |

## 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)