



MAXIME PLASSE

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20/01/1993

Leveraging my expertise in data-driven solutions and entrepreneurial insights, I want to embrace a new opportunity: stepping into a product management role

EXPERIENCE

- **Founder and CPO** SEPTEMBER 2020 - AUGUST 2023
FoodClass. - PARIS

FoodClass is a platform that provides chefs and culinary content creators the opportunity to monetize their expertise through interactive cooking livestreams.

Achievements as CPO:

- Implemented product discovery processes to understand users pain points and needs (both final users and chefs)
- Designed and created the platform (Figma mockups, web development - Ruby On Rails, Javascript)
- Redefined the product strategy post-beta launch based on user feedbacks: optimized user flow and enhanced live experiences (integration of video API technology)
- Attracted a community of 40 chefs and culinary content creators, fostering an engaged user base of 1500 users

Achievements as solo-founder:

- Developed the company's strategic vision ('making cooking accessible to everyone') and defined key objectives and achievable milestones to guide the company towards this goal
- Engaged and interacted with a community of +2000 users on Instagram by creating videos and posts (led to a 3% engagement rate)
- Embedded APIs to enhance the user experience (automatic mail sender, video solution, etc.)

- **Senior Analyst - Business Modelling and Data Analysis** SEPTEMBER 2018 - OCTOBER 2021
KPMG Corporate Finance - PARIS

- Analyzed market through competitor benchmarks, unveiling companies competitive landscape
- Helped funds and companies taking investment decision through data-driven business plan modelisation (clients: Tikehau, Creadev)
- Created financial model for company valuation purpose (clients: Jardiland, Foncia, etc.)
- Guided and managed teams of 3 (including juniors and interns), defining roadmap and managing project organization

Guest lecturer at HEC Paris teaching Business Modelling

- **Financial & Data Analyst** SEPTEMBER 2017 - JULY 2018
BNP PARIBAS CIB - LONDON

- Produced and analyzed regulatory ratios within Global Markets activities
- Explained variations to Front Office Teams, including repos desks, Credit, G10, and Forex
- Implemented new regulatory reporting such as LCR and NSFR
- Analyzed Business Balance sheet variations and assessed their impacts

- **Sales Assistant - Financial Products** DECEMBER 2016 - JULY 2017
BBVA CIB - PARIS

- Managed structured products pricing requests on primary and secondary markets, collaborating closely with traders and structurers
- Priced flow products in coordination with traders
- Drafted term sheets, commercial proposals, and trade ideas for client prospecting and meetings
- Addressed day-to-day post-trade issues, including MO and BO problems, settlements, and payments
- Oversaw trades with investors, ensuring verification and confirmation processes were accurate and timely

EDUCATION

- **PRODUCT MANAGEMENT - NOÉ** OCTOBER 2023 - NOVEMBER 2023
Noé is an intensive and selective 4-week program to break into Product Management

- **WEB DEVELOPMENT - LE WAGON** JANUARY 2022 - MARCH 2022
9 weeks coding Bootcamp : HTML, CSS, Bootstrap, JavaScript, SQL, git, GitHub, Heroku, Ruby et Ruby on Rails

- **MASTER IN MANAGEMENT - TOULOUSE BUSINESS SCHOOL** SEPTEMBER 2014 - JUNE 2017
Double Degree Universitat Politècnica de Catalunya - Barcelona

- **BACHELOR IN MANAGEMENT - IAE LYON 3 - HFU BUSINESS SCHOOL (Year abroad)** SEPTEMBER 2011 - JULY 2014
Lyon - Schwenningen, Germany

SKILLS

JIRA / Hotjar / 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 1
Side project: design and creation of an e-commerce website dedicated to Bach flowers (energieharmonie.co)