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| **Pierre Foucart, PSPO, MCom.** Customer centric product manager | (514) 991 1960  pierre.foucart@gmail.com linkedin.com/in/pierrefoucart  V5T 2K4 Vancouver, BC |

# Skills and proficiencies

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| * 3 years of Product Management experience * Coaching Product Managers * Coordinating cross-functional teams * 15 years working on digital products in high growth start-ups, corporations and agencies | * Building roadmaps across different products * Story mapping and backlog refinement * A/B Testing, Customer Analysis, Market Research * User-Centered Design and Service Design * Consistent delivering value to the market |

# Work history

## Product Manager • Dailymotion

### October 2006 – October 2009 | Paris, France

Dailymotion is a video-sharing platform. Its traffic of 40 million unique visitors and 1 billion page views in May 2009 ranked it as the 42nd most visited website worldwide.

My core activities included product specifications, product discovery, customer validation (usability testing), coordinating UI designers and developers, facilitating feature delivery and monitoring market dynamics to support roadmap definition with the Product Director. Notable achievements in these three years:

* Accelerated the company monetization effort by launching in-player advertising capabilities - enabling targeting of 500 million viewed videos/month
* Defined and managed the implementation of custom CMS to support merchandising for 14 different countries

## Senior UX Designer and Researcher • Best Buy Canada

### December 2018 – Present | Vancouver, Canada

Best Buy is Canada’s leading consumer electronics retailer with over $1B of online revenues in 2020.

I influence the prioritization of stories within strategic initiatives based on customer value, product maturity and company goals. Notable achievements in the past two years:

* Creating a new customer acquisition funnel that generated 20% of in-store mobile activations in 2020
* Definition of an advertising program that resulted in a $41 million net profit in the first fiscal year
* Defined strategy and tactics of a CMS implementation which reduced time to production by 75%

## Senior UX Designer • BDC

### April 2017 – July 2018 | Montréal, Canada

The Business Development Bank of Canada serves more than 60,000 corporations and manages over $36.5B of loans.

Notable achievements:

* Implemented a fact-driven design methodology and usability testing guidelines to prioritize features based on data and solve verified customer problems
* Built and implemented a company-wide design system reducing rework and optimizing lead time to market
* Crafted the experience for the new self-serve portal and optimized the usability of the public website

## User Experience and Product Strategy Consultant • PierreFoucart.com

### July 2013 – July 2018 | Montréal, Canada

Consulting start-ups, small businesses, digital agencies and corporations:

* Defined product roadmaps and advised on technology investment.
* Conducted usability testing and provided market research services
* Coached and coordinated designers on multiple projects
* Designed mobile apps and web experiences

## Senior UX Designer • Breather

### August 2015 – October 2016 | Montréal, Canada

Breather is an on-demand private space start-up that raised over US$ 130M.

As part of the product team, I refined the booking engine experience on mobile (iOS and Android) and was also involved in the growth hacking team.

* Optimized the navigation of the booking engine and details sheets of spaces based on customer research. Received Apple’s Best Apps of 2016 award from Apple
* Facilitated Design Sprints and launched A/B tests on our acquisition funnel, increasing the homepage conversion to search by 15% and ultimately leading to pivot towards enterprise solutions

# Education

PSPO 1 Certification • Scrum.org

### 2020

## Master of Commerce, E-Commerce • Université Paris XII

### 2005 – 2007 | Créteil, France

## Bachelor Business Administration • Université Paris XII

### 2002 – 2005 | Créteil, France