

# Khouldoun BOURAOU

## CURRICULUM VITAE



## Digital Innovation & Transformation expert

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### Bio:

#### 20 years of experience in the Digital field

After graduating from ENSICAen (a French engineering school), Khouldoun successfully managed a portfolio of large-scale projects and complex programs within the Orange group in a multicultural international context. Then, as Chief Product Officer, he significantly contributed to the amazing growth of Expensya, a famous and successful French-Tunisian unicorn operating in Europe that recently performed an exit.

Currently he helps startups, companies and organisations to innovate and transform, bringing a set of diversified skills around Business, Tech and Design as part of a Senior Lean Product Management career with a strong IT background under the hood

### Keywords :

- **Lean Startup** (Ideation, MVP, Product Market Fit, Business Model, etc.)
- **Lean Product Management** (Product Strategy, Product Design, **User Experience**, Product Value Roadmap, **Growth**, **Agile**, Specifications, Testing etc. ) : Key fields include AI and B2B SaaS
- **Design Thinking & Strategy**, Creative problem solving and Human centered design
- **People Management**, Organization, Change management, Leadership and Lean HR
- **Open Innovation**
- **Digital Transformation**
- **Project Management**
- **Software Development & BI Dashboards**: AI, Full stack Web, No-Code / Low-Code and Power BI

**Current position** : Consultant, Trainer, Coach, CEO of Software development company

## TRAINING EXPERIENCES

### Lean Startup & Lean Product Management

Fondation Tunisie, Novation city, iCube, Hiil, OFII, Wiki Start Up, Betacube, Founder Institute, Flat6Labs, Keyrus, Digital Mania, Biat Labs, Level 1 - 2019 → 2025

~ 700 startups

Topics: Lean Product Management, Lean Startup, Agile/SCRUM, MVP, Business Model / Lean Canvas, Roadmap, Product Market Fit, Product KPIs & Validated Learnings, Product Design, Testing

Objectives: Training mainly for startups through incubators and accelerators to help them introduce innovative products and services with high added value to the market and to accelerate their growth and scale

Example of successful programs : AI Factory, AI Garage, Starti 4



### Design thinking & User Experience Design (UX)

Novation City, Access Content Agency, Impact Partner, Level 1, Wiki startup, Committ, iCube, Universal, Palliser - 2019 → 2025

~ 300 startups

Objectives: Put in place the right a human centered design approach based on creative mindsets, processes and tools to optimize the user experience in an iterative way thanks UX design principles, Lean UX and Design Thinking



## CONSULTING EXPERIENCES

### Consulting for Star Lab - Star assurance - Teamlink - 2025

Topics: Design Thinking, Open Innovation, Incubation, Acceleration, IT technologies, Business (Marketing & Sales), HR

Mission: Help Star Assurance identify its needs for innovation and start a program for open innovation as well as the incubation and acceleration of startups



### Investment due diligence - STB Manager - 2024 - 2025

Topics: Due diligence, IT technologies, Innovation & Scalability, Business (Marketing & Sales), UX, HR

Mission: Perform a due diligence to verify the maturity startups to investments (Technology, HR / Team, Business (Business Model, Marketing & Sales)















### Startup Coaching - Lunar TC














Topics: Strategy, Product Management, UX design, IT technologies, Innovation, Scalability, Sales, Marketing, HR






Coach a startup : Lunar TC to scale. The main focus is on the Innovation, HT/Team, Product Management, Marketing and Sales






<p><b>Startups and SMEs Coaching - OFII - 2024</b>  Topics : Business Model, Product Management, Innovation, Entrepreneurship, HR  Mission: Coaching startups and SMEs in 2 different regions Sfax and Beja to assess their maturity and needs regarding innovation and scalability</p>	
<p><b>Digital Transformation consulting - Universal / Palliser - 2023-2025</b>  Topics : Design Thinking, Digital Transformation, Open Innovation, Strategy, Project Management, Lean HR, Software development / BI, Odoo, Microsoft 365, UX Design, HR &amp; Organization</p> <p>Long Mission:  Help “Universal” to transform to increase its growth by defining efficient strategies using Design thinking, accelerating digital transformation, performing HR and organizational optimizations, and putting in place continuous improvement loops of their processes. One of the key aspects is also connecting them to startups and the innovation ecosystem</p>	 
<p><b>Requirements document for a major Tunisian bank (BIAT) - Eminence - 2024</b>  Topics : UX Design, Project Management, Product Management, IT Technologies, Marketing</p> <p>Mission: Identify business, design and technical requirements as well as project requirements and write a comprehensive requirements document for the next version of the BIAT's website <a href="http://mybiat.tn">mybiat.tn</a></p>	 
<p><b>Coaching in UX - Wiki Start Up - 2023-2024</b>  Topics : UX, Design Thinking</p> <p>Mission : Coach a group of startups to optimize their product user experience, aiming to increase conversion and activation rates, reduce churn rate, and enhance user satisfaction</p>	
<p><b>Define Corporates challenges for Open Innovation - Impact Partner - 2024</b>  Topics : Design Thinking, Open Innovation</p> <p>Mission::  Understand and frame the companies' needs for matchmaking with startups</p>	
<p><b>Startups coaching and mentoring sessions - Novation City - 2023-2025</b>  Topics : Business Model, Lean Startup, Lean Product Management, UX/Design Thinking (User Experience)</p> <p>Mission:  Individual coaching sessions for startups to help them in the ideation and prototyping phases, MVP phase or to reach product market fit for the most advanced ones</p>	

<p><b>Startups coaching and mentoring sessions - ICube - 2023-2024</b></p> <p>Topics : Design Thinking, Business Model, Lean Startup, Lean Product Management, UX (User Experience)</p> <p>Mission:</p> <p>Individual coaching sessions for startups to help them in the ideation and prototyping phases, MVP phase or to reach product market fit for the most advanced ones (ie. incubation &amp; acceleration)</p>	
<p><b>Assistance in Product Management - TeamLink - 2023-2024</b></p> <p>Topics : Design Thinking, Strategy, Lean Product Management, UX (User Experience), Lean Startup, AI, Low-Code</p> <p>Mission:</p> <p>Help “TeamLink” define and build a digital platform that will be the interface with their community of startups, experts, investors and the rest of the innovation ecosystem</p>	
<p><b>Digital Transformation and Digital Marketing consulting - Growcoach - 2023-2024</b></p> <p>Topics : Strategy, Digital Transformation, Agile, Open Innovation, Project Management, Software development, Odoo, Microsoft 365, Marketing</p> <p>Mission:</p> <p>Help “Growcoach” organize their internal processes and optimize their information system by using and building digital tools. The objectives also include coaching them on their global strategy and promoting their services by building a website and leveraging digital marketing.</p>	
<p><b>Global Strategy &amp; Digital Transformation - agri-food industry - 2023</b></p> <p>Topic : Open Innovation, Strategy, Digital Transformation, Project Management, Lean HR, Industry 4.0</p> <p>Mission: Assist the industry to scale its activity by helping in defining a strategy, putting in place a new production unit, hiring, reorganizing their organization and processes, and conducting studies mainly to a better conformity to quality standards and for their digital transformation</p>	
<p><b>Technical assessment for startup as part of an Open Innovation Program - EY &amp; GSMA - 2023</b></p> <p>Topic : Open Innovation, Technology assessment</p> <p>Mission: Assist EY’s innovation team for the technical assessment of a bunch of startups to verify their technological maturity and provide them recommendations</p>	
<p><b>Coaching and Mentoring for creating a Startup - 2023</b></p> <p>Topic : Lean Startup, Business Model, Lean Canvas, Business Plan, AI, Odoo, Project Management, Product Management</p> <p>Mission: Coach the startup cofounders to define their Business Model, build a PoC and get a startup Label according to the tunisian regulations</p>	

<p><b>Data PM for their product IPOMM - 2020-2023</b></p> <p>Topic: Lean Product Management, UX, Agile</p> <p>Mission: Help Data PM to launch their MVP by putting in place Agile Processes, Train a Product Manager, put in place the basis of Lean Product Management / Lean startup, and finally by contributing in enhancing the user experience and drafting specifications</p>	
<p><b>Digital Transformation expert GOPA - 2022</b></p> <p>Topic: Business Intelligence, Software development , Digital Transformation</p> <p>Mission: Lead the development of a Power BI dashboard for the Tunisian government to monitor the exportation process of agricultural products after its digitalization. The objectives are to streamline the interactions between different actors and help for decision-making.</p>	  
<p><b>Startup assessment expert for Scan And Match Program - Ernst &amp; Young, GIZ - 2022</b></p> <p>Topic: Open Innovation, Innovation Strategy, UX, IT Technologies, Business strategy</p> <p>Mission: Assessment of dozens of startups in order to make recommendations and identify their level of maturity and readiness in Tech, Product, UX, Orga, Processes and Business. The aim is to help them grow in maturity in order to match them with corporates innovation needs.</p>	  
<p><b>UX design for ANSI (National Agency of Cyber Security) - 2022</b></p> <p>Topic: Design Thinking, UX, Design Thinking</p> <p>Mission: Work with the Tunisian National Agency of Cyber Security on their Bug Bounty product. The mission's objectives consist of user research activities (empathy with users of the product) and recommending the needed changes in the prototype that was already developed</p>	  
<p><b>Central Bank innovation Lab - 2022</b></p> <p>Topic: Global Strategy, Innovation Strategy, Design Thinking</p> <p>Mission: Prototyping the first project of the new innovation Lab of the tunisian Central Bank and establish the processes, mindsets, frameworks, and know-how to run it with an appropriate governance model The first project consists of designing an e-banking app with other internal services for employees</p>	  

<p><b>Club DSI 2022-2025 Strategy : Club DSI, EMA - 2022</b></p> <p>Topic: Global Strategy, Innovation Strategy, Design Thinking</p> <p>Mission: Consulting for Club DSI to help them guarantee the association's perennality and independence through self-generated revenues. The strategy is made using Design Thinking / Human Centered Design</p>	 <p>Club DSI Tunisie</p> <p>EMA Euro-Mediterranean Association for Cooperation and Development e.V. الجمعية الأوروبية للتعاون والتنمية</p>
<p><b>Advice and Support in Lean Product Management, Swiver - 2021</b></p> <p>Topic: Innovation Strategy, Product Management, UX</p> <p>Mission: Consulting in Product Management and UX with high stakes for “Swiver” to enhance the business growth and the value optimisation</p>	 <p>swiver.io Desormais, Focalisé sur l'Essentiel</p>
<p><b>Strategy using Design Thinking - Committ, GIZ, Ministry of Communication Technology - 2021</b></p> <p>Topic: Open Innovation, UX, Design Thinking, Product Management</p> <p>Mission: Consulting for the Set-up of T4T (Tech 4 Tunisia) : an open Innovation structure that connects institutions and public administrations with startups to accelerate the digital transformation of the Tunisian government Contribution in a first projects, as a proof of concept, such as to enhance the user experience of the Technology Ministry's website</p>	 <p>german cooperation DEUTSCHE ZUSAMMENARBEIT</p> <p>giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH</p>
<p><b>Lean Innovation audit : Nouvelle Clinique du Parc - 2020</b></p> <p>Topic: Lean Management, Strategy, Innovation audit</p> <p>Mission : Detect the origins of money loss and implement Lean Management in order to optimize the health services, the patient experience, IT and internal processes such as financial and HR</p>	 <p>NOUVELLE CLINIQUE DU PARC</p>
<p><b>Advice and support in Product and People Management - Access Content Agency - 2020</b></p> <p>Topic: Lean Product Management, UX, Project Management</p>	 <p>access content agency</p>

<p><b>Advice and support - Digital Mania - 2019-2020</b></p> <p>Topic: Lean Product Management, Agile, Soft Skills &amp; Lean HR</p> <p>Mission: Support Digital Mania to launch its new video game on the global market and to gain scalability for the next steps, This was possible by modernizing its product development and management processes. The objectives are also to promote and diversify products. The mission then extended to develop a Power BI dashboard. The main focus was the Agile processes and the Data driven approach.</p>	 
<p><b>Strategic audit - CLC - 2019</b></p> <p>Topic: Innovation Strategy, Digital Strategy</p> <p>Mission: Participation in a multi-disciplinary strategic audit. The part carried out is about the industry capacity to innovate in the products offered to consumers as well as in modernizing its internal processes to optimize the value chain for a better achievement of its objectives, especially with regard to digital transformation</p>	
<p><b>IT expertise - Mint.IT, Proservy, BMCC, L2M - 2019-2020</b></p> <p>Topic: Software Development and Source Code Audit</p> <p>Mission: Software code audit for Mint.iT in order to provide recommendations to enhance the code quality</p>	

## POSITIONS

### Agile 4UX - Tunis




2019-2024

#### Consultant


Agile 4UX is an Consulting Firm specialized in digital innovation and transformation: Lean Startup, Lean Product Management, User Experience (UX), Open Innovation, Design Thinking and Technology (Software Development & BI).

<https://linkedin.com/company/agile4ux>

**AGile4UX**

<b>Expensya - Tunis / Paris</b>	<b>2017-2019</b>
<b>Position: Chief Product Officer (CPO)</b>	
<p>Expensya streamlines and automates as much as possible the professional expenses management for employees, managers and accounting professionals by relying on cutting-edge technologies</p> <p>Main contribution: Hiring, skills development and management of the product team comprised of product managers and business analysts, providing expertise in UX, overall coordination of the the product design with a hands-on contribution, putting in place a quality-centered process and a continuous improvement loop, contributing in defining the product strategy with the top management and executing it</p> <p>Result: Significant progress in market share indicating the success of Expensya's international scalability phase</p>	
<b>Orange Group - Paris then Tunis</b>	<b>2008 - 2015</b>
<b>Technical area manager</b>	
<p>In charge of an IT department which includes a portfolio of programs and large-scale innovative projects in the AMEA zone (19 countries) with distributed teams on several continents</p> <p>Main contribution : Technical strategy, Solutions design, Project / Program Management around topup and mobile payment (Orange Money international remittance, automatic cardless deposit of cash bundles in ATMs for unbanked population, among others.)</p>	
<b>Diebold (currently Diebold Nixdorf) - Guyancourt (France)</b>	<b>2005 - 2008</b>
<b>R&amp;D engineer</b>	
<p>A career starting with various technical IT roles such as software development, integration, QA, etc.</p>	

## Education




<b>ENSI Caen - Caen (France)</b>	<b>2002-2005</b>
<p><b>Engineer in Computer Science and Networks</b></p> <p>Engineer degree combined with Master degree in electronic payment and secure electronic transactions</p>	



## SKILLS

- **Lean Startup** (Ideation, MVP, Product Market Fit, Business Model, etc.)
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- **Design Thinking & Strategy**, Creative problem solving and Human centered design
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- **Open Innovation**
- **Digital Transformation**
- **Project Management**
- **Software Development & BI Dashboards**: Full stack Web, No-Code / Low-Code and Power BI

## LANGUAGES

English	
French	
Arabic	
Italian	
Spanish	

## INTERESTS

Enthusiastic for :

- Entrepreneurship and Innovation : Supporting innovation ecosystems and creating synergies between startups, as well as connecting them with regular businesses
- Software Development : A real passion for technology
- Leadership, HR, Personal development, Soft skills and coaching : Passionate learner, trainer and coach