

Cherié Francis

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SUMMARY

Assistant Product Manager with a strong Mechanical Engineering foundation and a proven track record in managing technical products and driving successful product launches. Skilled in coordinating cross-functional teams, ensuring quality standards, data analysis and process optimisation. Proficient in project management and design tools, with demonstrated success in collaborating with international suppliers and delivering innovative solutions.

PROFESSIONAL EXPERIENCE

Assistant Product Manager - LED Lighting

Feb 2024 - Present

Integral LED (A division of Integral Memory Plc.)

- Launched 8 product ranges with over 100 SKUs alongside the Directors of Product Management within 3 months.
- Developed product road maps and managed new product launches using Wrike – a project management platform.
- Conducted comprehensive market research to guide product development and inform strategic pricing decisions.
- Analysed sales data from past products to accurately forecast demand, leading to enhancing inventory planning.
- Performed cost analysis and applied margins to support the creation of competitive pricing strategies.
- Supported B2B partnerships with major electrical wholesalers, including Toolstation and Rexel, to expand product distribution and enhance market presence.
- Identified key product features for banners and website content to improve marketing strategies and increase sales.
- Liaised between international suppliers and internal departments, achieving a 95% on-time project completion rate.
- Collaborated closely with the compliance team to ensure all new products and packaging met industry standards.
- Directed the Marketing & Design team in creating packaging and instructions tailored to specific products.
- Utilised Adobe Illustrator and Photoshop to clearly communicate packaging changes to suppliers.
- Attended international fairs to source new products and strengthen supplier relationships.
- Specialised in fire-rated downlights and commercial and office products, including battens, floodlights, and panels.

Development Programme Manager Intern

Jun 2022 – Aug 2022

Mattel Inc.

- Led a team to design and develop a robotic arm to automate toy car assembly, allowing for substantial cost savings.
- Accelerated the design approval process by optimising workflows with Adobe Workfront, reducing turnaround time.
- Optimised an existing issue categorisation system, making it more dynamic for informed decision-making.
- Automated the tracking of issue submission dates for internal issue escalation procedures in Microsoft Excel.
- Collaborated with a 7-person cross functional team to design an innovative product based on a provided prompt within 48 hours.

Residential Assistant

Sep 2021 – Jun 2023

Stanford University Residential Education

- Coordinated and executed programs and activities catering to over 200 residents with a team of 9-12 colleagues, ensuring all events were delivered within a specified budget.
- Fostered a sense of community within the residence while actively addressing student concerns and complaints.

Research Assistant

Jun 2021 – Aug 2021

Stanford SHAPE Lab

- Engineered a 3D printed steering wheel which provides haptic feedback to users.
- Programmed the wheel to precisely adjust to user-specified angles using Arduino.

Assistant Designer

Jan 2021 – Jun 2021

Skyview Estate

- Designed and modified exterior housing features and access points for a residential housing scheme using Procreate.

Administrative & Marketing Coordinator

Mar 2020 – Aug 2020

BEAM Stanford Career Education

- Evaluated the credibility of potential employers on Handshake to guarantee their suitability for potential employees.
- Conducted research on and reviewed around 100 employers on average weekly.

EDUCATION

Bachelor's Degree in Mechanical Engineering

Sep 2019 - Jun 2023

Stanford University (*Top 10 engineering university in the world*)

Concentration: Product Realisation (Design & Manufacturing)

SKILLS

Management:	Product Management, Project Management, Programme Management, Jira, Wrike, Gantt Charts
Design:	3D CAD (Fusion 360), Adobe Illustrator, Adobe Photoshop, Sketchup, Figma, Canva, Procreate
Manufacturing:	CAM-Computer Aided Manufacturing, CNC Milling, Milling, Turning (Lathe), 3D Printing, Laser Cutting, Sandcasting
Programming:	HTML, CSS, SQL, Python, C++, MATLAB
Office Suites:	Microsoft 365 (Word, Excel, Outlook, PowerPoint, Teams, SharePoint), Google Workspace (Docs, Sheets, Forms, Slides, Gmail)
Languages:	English – Fluent, Spanish – Intermediate (listening and speaking), Korean – Basic conversational
Soft Skills:	Written & Verbal Communication, Problem-solving, Attention to Detail, Organisation

PROJECTS

Viscoject 300 - Main Role: Project Manager (*in partnership with Gilead Sciences*)

- Collaborated within a 4-person team to design and develop an add-on device for 3mL syringes to allow for clinicians to inject highly viscous medication in under 15s.
- Managed project timelines and milestones using a Gantt chart, ensuring successful on-time project completion.

Aesthetic Prosthetic Leg Cover

- Co-developed a durable 3D printed prosthetic leg cover that showcases the user's creativity through vinyl stickers.
- Provided a budget-friendly solution over 95% cheaper than comparable commercial alternatives.