



# DORIAN LANNAY

PRODUCT OWNER

## PERSONAL PROFILE

French native, positive & strategic mindset, I have an in-depth knowledge of web industry best practices trends & technologies. I demonstrate a high degree of curiosity for the best digital experiences. I'm looking for a product management related position in Paris. Projects, teams, products/services I will work on/with are really important to me.

## CAREER EXPERTISE

Web Design  
User Experiences & Interfaces  
Agile Project Management  
CMS's  
Digital Marketing  
Business Development

## HOBBIES

Writing  
Running  
Hiking  
MMA  
Basketball  
Dance

## CONTACT DETAILS

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Portfolio: <https://dorianlannay.netlify.app>

## PROFESSIONAL HISTORY



**Philips · Product Owner - eCommerce Department**

Amsterdam · May 2018 → April 2020 · 2 Years

- Drive teams on go-to-market plans to deliver efficiency, ensure consistency, and maximize sales opportunities on 16 localized shops across UE according to the strategic needs and the roadmap's KPI.
- Improve the order/return flow from a new logistics perspective - The Blue Heart Project - a complete Hybris system and SAP procedures transformations.
- Prioritize the developments for the expert's teams to build a consumer-friendly and user-driven shopping experience.
- Maintain the roadmap, prioritize and align initiatives with stakeholders.
- Translate user needs to provide feedback to maintain a convenient purchase journey and performant return processes.
- Drive prototyping and UX/UI achievements, improve tests, team documentation, and general maintainability.
- Write user stories, develop acceptance criteria, and create process maps.
- Groom the products Backlog, translate user stories, scope & plan sprints.
- Define the scope of sprints and releases and focus on stocks, orders, payments, fraud prevention, and fulfillment processes.
- Interfacing between stakeholders and self-managing teams made up of designers, UX, marketing, engineers, content writers, internally and externally.

Product Owning | Agile Teamwork | SAP | Hybris | Customer Journey Experience | Incidents Reduction | Traffic Generation | Sales Operations | eCommerce Strategies | SEM | High Availability | B2C | Conversion Optimization | Zoning | Adobe Exp Manger | Atlassian | Process Improvement



**Edelstorm · Product Owner - UI/UX Web & Apps**

Amsterdam · June 2016 → May 2018 · 2 Years

- Share knowledge on eCommerce platforms, digital marketing, tech industries trends to deliver efficient and competitive solutions for my clients.
- Drive teams for competitive solutions in terms of quality/price ratio, simplicity of deployment, and scalability.
- Advice on how to create great shopping experiences using CMS's, cloud-based products, and marketing tools.
- Drive the deployment of rich, accessible, and fast user interfaces.
- Define site features, functionalities, prototype, create design systems, deploy and be able to manage it through back-end management platforms.
- Test, measure, and improve the experience across all digital touchpoints.
- Improve the customer journey from discovery to education and from purchase to service.
- Enable showcase websites for SEM, display advertising, comparison engines, affiliation, and paid social strategies.
- Teamwork on how to achieve cost-effective business solutions while maintaining high levels of satisfaction.
- Help to develop new tactics to optimize the marketing-mix, uncover strategic insights and best practices to enable more conversions.
- Resolve production issues, develop knowledge on incidents, and seek for better teams practices.

AWS · Google Cloud · DigitalOcean | Wordpress · Shopify · Magento | Contentful · Gridsome · Vercel | Figma · Webflow · Adobe | Gatsby · Vue | Tailwind · Bootstrap | GitHub · Netlify · Firebase | Mailchimp · SEMRush | Slack · Basecamp | Twitter · ProductHunt · Stackshare · Dribbble



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## INSPIRATION SOURCES

Twitter  
Product Hunt  
Dribbble  
Awwward  
Codrops  
Etsy  
IndieHackers  
StackShare  
Wappalyzer  
Y Combinator

## YES, I READ !

L'Art de la Guerre - Sun Tzu  
J'ai dû rêver trop fort - Michel Bussi  
Sérotonine - Michel Houellebecq  
L'Outsider - Stephen King  
Le Cercle des Lumières - Sarah

## LOVED PLATFORMS

GitHub  
Udemy  
Coursera  
LeanPub  
TrainHead  
DevDojo  
EggHead  
Tutorial Forest  
Google Digital Garage



## Orange · Master Degree Internship

**Account Manager** - March 2015 → June 2016 · 1 Year

- Generate qualified leads through inbound & outbound strategies.
- Identify and growing relationships with key decision-makers.
- Reach out to prospects, follow-up and close deals, building lasting relationships with each interactions.
- Generate, respond to and develop qualified leads through inbound & outbound strategies.
- Maintain active engagement with leads through creative communication designed to increase customer interest.
- Seek for development solutions to improve new or existing digital solutions.
- Analyze complex business issues to be solved with automated solutions and design details for all advertising partners.
- Enable the full delivery cycle for global online rich media advertising campaigns for our clients.
- Guiding the sales proposition from a technical aspect, drive presentations, demos prototypes & features to convince new clients.

**Lead Front-End Developer** - March 2014 → April 2015 · 1 Year & 6 Month

- Lead a technical team to build effortless digital interactions, encourage members to do a clean code and deliver at a pace that meets PO needs.
- Establish the vision, goals, and principles for digital development within the organization.
- Alignment between performance marketing and brand marketing strategies: optimizing the customer journey across channels from awareness to conversion.
- Support the delivery of web projects as well as hands-on website development, marketing campaigns, and email marketing.
- First experiences in leading Agile teams.
- Analyze and implant new frameworks and technologies.
- Refactored our front-end stack to provide an optimized experience on our consumer-facing captive portals.

Team Management | WiFi Captive Portals · Sass Interfaces · Prototyping | Monetization · Salesforce · Advertising Platforms | HTML5 · CSS3 · Bootstrap · ReactJS · Symfony · Sass | Gitlab · Versionning · Deployments | Availability · Speed Optimizations · Scalability | VPS · Maintenances

## ACADEMIC BACKGROUND



### Grenoble School of Management

Master's Degree in Management & IT, EQUIS · AACSB · AMBA, 2014 → 2016

- Key Account Management
- New Business Development
- Sales & eCommerce



### European School of the Web Industry

Bachelor of Marketing, Design & Web Development, 2011 → 2014

- Digital Marketing
- Web Project Management
- Front-End & Back-End Development

## MENTORS & REFERENCES

**Alexandru Florea Pandaru** - Product Owner's Manager - eCommerce Department - Philips.  
Contact: +31 6 25 58 76 94 - Speaking Language : English, Dutch.

**Zied Guellim** - Lead Back-End Developer - Consulting Group - Sfeir.  
Contact: +33 6 15 28 47 56 - Speaking Language : French, Arab.

**Quentin Haessig** - Network & Security Consultant - Bank - BNP Paribas.  
Contact: +33 6 87 19 88 40 - Speaking Language : French, English.