



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

Location: Paris
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Portfolio URL: 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 and the return flow from a new logistics perspective - *The Blue Heart Project* - a complete Hybris and SAP procedures transformations.
- Prioritize the developments for the expert's teams to build a consumer-friendly and user-driven shopping experience.
- Communicate the product vision, maintain the roadmaps, prioritize and align initiatives with stakeholders.
- Translate user needs, groom the backlogs, reduce technical debt to maintain a convenient purchase journey.
- Drive prototyping, UX/UI achievements, improve tests, maintainability and internal documentations.
- Write user stories, customer-focused specifications, develop acceptance criteria to generate process maps for the teams.
- Define the scope of sprints/releases according to the stocks, orders, payments, fraud prevention policy and fulfillment processes.
- Accomplished an extensive system upgrade and implemented a complete redesign of the whole online checkout flow and user dashboard, which also allowed us to move to an API driven architecture.

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



Edelstorm · Product Owner - UI/UX Web & Apps

Amsterdam · June 2016 → May 2018 · 2 Years

- Share knowledge on eCommerce platforms, digital marketing strategies, new tools, 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 deployments 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 & improve the experience across all digital touch points.
- 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

LATEST BOOKS

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.