



## Emile Ledure

Product Manager

I am a 22 year-old business graduate from Le Mans passionate about Design and Tech. I am a Marketer with basic design and coding skills, as well as strong analytical skills.



### TECHNICAL SKILLS

Sketch 3



Adobe Photoshop



Adobe Illustrator



HTLM 5 & CSS 3\*



Javascript



FRENCH  
fluent

ENGLISH  
fluent

GERMAN  
very good



+33 (0)6 60 27 28 23



eledure@audencia.com



/eledure



1 rue Bossuet  
44000 Nantes  
France



## WORK EXPERIENCE

### Scoledge

MAR - AUG 2015

### hub:raum

JULY - DEC 2014

Berlin, Germany

### L'Atelier BNP Paribas

JAN - JUN 2014

Paris, France

### Znappit

JUL - AUG 2013

Paris, France

### Audencia's Junior Enterprise

JAN - DEC 2013

Nantes, France

### Product Marketing - Freelance

- Defined the marketing strategy
- Designed the product: user research, prototyping, UI, UX

### Investment Analyst

- Screened the deal-flow (+800 pitch decks) and met up with entrepreneurs
- Scouted target startups with strategic fit to Deutsche Telekom's investment criteria. Focus on IoT, SaaS, Health, Education

### Project Manager

- Launched the 1st BNP Paribas start-up accelerator program: stakeholders analysis, value proposition design
- Prototyped an online platform to connect start-ups with BNP Paribas Group, launched an MVP with 100 users

### Business Developer

- Developed the product marketing strategy, pricing and communication
- Developed 2 contracts with SNCF & BNP Paribas

### President

- Student consulting services association (20 members, 5 departments, 100K EUR turnover = +60% growth)
- Involved in end-to-end project management for clients: understanding their need, negotiating business deals, managing customer expectations



## EDUCATION

JAN - MAY 2015

San Francisco  
Bay Area, USA

2012 - 2016

Nantes, France

2010 - 2012

Rennes, France

### University of California, Berkeley

- Certificate Program in Entrepreneurship and Small Business Management, UC Berkeley Extension

### Audencia Business School - Grande Ecole

- Accredited AACSB, EQUIS, AMBA, top 6 French Grande Ecole program
- Master's degree in Business Administration and Management. Specialized Master's Degree: « Marketing, Design & Creation »

### Preparatory classes

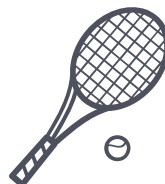
- Two year intensive preparation for Graduate School of Management



## HOBBIES



VÉLO



TENNIS  
(10 ANS  
COMPETITION)



FOOT



24 HEURES DU MANS



NATATION

\*check my website 😊

[www.emiledure.com](http://www.emiledure.com)

