

Contact

+1 (310) 978.7018 (Mobile)
gtourneur@gmail.com

www.linkedin.com/in/
guillaumetourneur (LinkedIn)

Top Skills

Business Analysis
Product Marketing
Business Development

Languages

English (Full Professional)
French (Native or Bilingual)
Spanish (Limited Working)

Certifications

MIT Professional Education Fire
Hydrant Award: Machine Learning
Prompt Engineering

Honors-Awards

Speaker

Publications

Wearables, Machine Learning &
Endurance Sports
An Overview of Sports & Fitness
Tracking Technologies
Triathlon Technology & Science
IoT - Market Trends and Revenue
Model Anatomy
Wearables are dead, long live
wearables!

Guillaume Tourneur

Vice President Of Product Management at OutcomeMD
Los Angeles, California, United States

Summary

As a transformative leader in health and wellness technology, I excel in cultivating groundbreaking products and strategies that drive success in start-ups and Fortune 500 companies alike. My expertise in product development, UX, and Agile methodologies has generated over \$20 million in revenue and improved countless lives through innovative digital platforms.

In the past six years, I have honed my focus on health, wellness, and athletic performance technologies, leveraging wearables, IoT, and mobile apps to inspire meaningful behavioral changes. My work spans various roles, including serving as the VP of Product Management at OutcomeMD, the Global Product Manager at the Movember Foundation, and the co-founder of Go Beyond Yourself, where I merge my passion for health and sports with technology research.

I invite you to connect with me as I continue to forge advancements in the health and wellness technology landscape, creating a better future for individuals and organizations worldwide.

Author of "ChatGPT Business Strategy Mastery: A step-by-step guide to writing perfect prompts for a winning business strategy". This book is a culmination of my years of experience in the business world, combined with the power of AI. It provides practical, step-by-step guidance on how to craft effective prompts to drive your business strategy forward.

Whether you're a seasoned executive, an aspiring entrepreneur, or simply curious about the intersection of AI and business strategy, this book is for you.

Get your copy here: <https://payhip.com/b/AhE3F>

Passports: US & EU

Email: GTourneur@gmail.com

Sports: Run, swim, bike, all-terrain skateboarding, mono-fin swimming, Boxing, Muay Thai, Climbing

#DigitalHealth #Wearables #Wellness #Fitness #ProductInnovation
#BusinessStrategy

Experience

OutcomeMD

Vice President Of Product Management

January 2022 - Present (1 year 5 months)

Los Angeles, California, United States

OutcomeMD, Inc. is a digital outcome tracking platform that helps healthcare professionals elevate care and allows patients to celebrate their medical outcomes. Patients are empowered with coordinated care, timely symptom management and medical goal transparency. Providers receive data that informs treatment decisions and drives new business. OutcomeMD is delivering the future of healthcare today!

Go Beyond Yourself

Director of Sports Science, Tech and Data, co-founder

March 2018 - January 2023 (4 years 11 months)

Los Angeles Metropolitan Area

At Go Beyond Yourself (GBY) we write, produce and direct cinematic adventures that tell the stories of self-transcendence through science and technology. We tell the stories of everyday people with the most crazy dreams, to give a meaning to their lives, filmed in unique and beautiful places around the world.

Movies that explore these individuals practicing adventure and extreme sports, magnifying the role of science and technology and the impact on physical and mental health through data.

Movember Foundation

Digital Health Platform — Global Product Manager

June 2017 - December 2021 (4 years 7 months)

Greater Los Angeles Area

Movember: \$65 million, Melbourne-headquartered men's health & wellness foundation with 300,000 global members.

Lead digital transformation project to implement a global health platform that allows members to track, report, and manage their health in partnership with leading health and cancer research institutions. Report to Global Director, TrueNTH, a \$41.5 million, global initiative for men living with prostate cancer.

- Delivered beta platform on time and within budget. Includes mobile health self-management and tracking tools, health and diet content, and health decision support by integrating Behavioral Changes in partnership with Clinical Quality & Survivorship as well as Monitoring Research & Evaluation groups.
- Created enterprise strategy to optimize platform for new business development and partnership models and the creation of new licensing opportunities, including EMR integration within the FHIR framework for clinicians and open access for men's health worldwide.
- Conducted and presented strategic market research to the board in the areas of country specific market strategy, Machine Learning applied EMR and clinical data, Wearables and FDA approvals...
- Introduced Agile design methodology. Built stakeholder trust and engagement with rapid collection, testing, feedback, and iteration of requirements (members, patients/research, analytics, etc.).

G Consulting

Wearables, Sports Tech, Digital Health Product Development & Business Development

2014 - March 2018 (4 years)

Greater Los Angeles Area

Working with Digital Health, Sports start-ups and established companies on design, testing, and commercialization of sports, fitness, health, wellness, wearable and mobile app technologies and digital health platforms.

Representative engagements:

Completed a Machine Learning Certification with MIT (March 2019) and published a unique research assessing the effectiveness and usefulness leveraging consumer health and sports wearable data with Machine Learning to improve athletic performances for amateur, semi-pro and pro endurance athletes. Take a business problem, understand where machine learning can be useful and cast the business problem as a machine learning problem.

<https://student.emeritus.org/eportfolios/1479/Home>

Energy Motion Systems: Played key role in developing pilot, prototype partnership with Top Three sneaker company for product that powers biomedical, wearable, and smart consumer devices via piezoelectric wearable technology. Prepared evidence-based, segmented go-to-market strategy.

h2 Wellness: Managed RiteAid employee launch (40,000 people nationwide) for modularized, scalable, secure mobile health platform (health assessments plus wellness, diet, and fitness tracking) based on more than 20 years of analytics and health coaching experience. Delivered on time and within budget.

Muay Thai in America: Collaborated with CEO on brand extension strategy and related go-to-market plans, business development (sponsorships, partnership with large semiconductor company), and product management (wearable that tracks monetizable physical data from top Thai boxers).

Athos/Rockreation: Tested Athos' performance training technology (EMG sensor-embedded wearable layers, mobile app, machine learning calibration, visual feedback) for use by rock climbers. Collected system data and user impressions. Concluded use case was too complex for current technology.

H2 Wellness, Inc.

Digital Health Platform - Product Manager

March 2015 - April 2017 (2 years 2 months)

Greater Los Angeles Area

Managed RiteAid employee launch (40,000 people nationwide) for modularized, scalable, secure mobile health platform (health assessments plus wellness, diet, and fitness tracking) based on more than 20 years of analytics and health coaching experience. Delivered on time and within budget.

- Digital Health Platform
- Mobile Fitness App
- Challenges & Rewards Services
- Wellness & Nutrition e-commerce

MOX

Co-Founder VP of Content, Programming, UX, Analytics

2011 - 2014 (3 years)

Greater Los Angeles Area

MOX.tv: Privately held, angel funded, online, interactive electronic music TV channel.

Leveraged digital asset workflow and management, VOD, recommendation engine, and Agile expertise to develop, license (inbound/outbound), program, and design UX for 24-hour music video channel. Led five-person content curation, production, and licensing team, plus contractors as needed.

- Developed revenue streams for original content, including contracting with festival promoters to video events on a fee/shared rights basis and licensing original content to other broadcasters.
- Grew channel to 100,000+ visitors per month and average session duration to 30+ minutes.
- Produced two hours of original content and two to five hours of live broadcasts per week.

SK

Vice President, Consumer Services (Product Manager)

2010 - 2011 (1 year)

Greater Los Angeles Area

Dreamer Corporation: Subsidiary of Global Fortune 500, \$110 billion SK Group. Global leader and innovator in wireless and landline communications, instant messaging, mobile portals/apps, social media networks, e-commerce, mobile RFID, and IoT.

Collaborated with US and South Korean matrix team in development of BluTV concept (streaming VOD delivered to consumers via Internet-connected Blu-ray players) to “go/no go” decision point.

- Identified and prioritized universe of sports and entertainment product and market opportunities. Obtained corporate support to continue developing product/business unit concept.
- Completed preliminary design/assessment of functional requirements, product features, UX design, metadata models, and semantic recommendation engine. Led development of product and technology roadmaps and preliminary go-to-market strategy.

- Generated capital investment and P&L models that were used to inform corporate make/buy decision. Efforts supported SK conclusion to bid on acquiring Blockbuster rather than building BluTV.

Technicolor

Senior Product Manager, VOD Recommendation Engine Development
2009 - 2010 (1 year)

Greater Los Angeles Area

MGO.com: DreamWorks/Technicolor joint venture that provides video-on-demand distribution of movies and other content.

Led development of recommendation engine for startup video-on-demand service in partnership with leading metadata aggregators. Recruited by former Thomson/Technicolor colleagues.

Melinky, LLC

Co-Founder (Product Manager & Product Designer)
2007 - 2009 (2 years)

Greater Los Angeles Area

Developed integrated content creation, management, publishing, community building, and e-commerce solution for independent music producers. Sold to software development partner.

Thomson Technology

Technical Marketing Manager, IPTV
2005 - 2007 (2 years)

Burbank, CA

Collaborated on development of media asset management solution for delivery of IPTV services. Led market and solution definition processes. Helped close first \$1.5 million sale to Technicolor subsidiary.

Harris Corporation

Product Manager, Broadcast Division
2002 - 2005 (3 years)

Sunnyvale, CA

Led go-to-market solution strategy and launch of Invenio, a media asset management system that became the top product in its category and generated \$20+ million of sales in less than two years.

Silicon Graphics (Media Management & VOD Systems)
Solutions Architect, Professional Services Division
1998 - 2002 (4 years)

Member of technical sales team that supported generation of \$5 million of sales within one year of product launch (Viacom, Fox Digital, CBS, Wam!Net, Williams Communications, Vulcan Ventures).

Universal Studios
Business Analyst, Digital Workflow & Asset Management System Design
1997 - 1998 (1 year)
Universal City, CA

Member of design and implementation team for first digital asset and workflow management system for a Hollywood studio. Wrote SOWs and RFPs for technology vendors/partners.

Education

ESLSCA
Bachelor of Business Administration & Management · (1989 - 1992)

ESCE - Paris, FRANCE
Business Prep School , Business Administration and Management,
General · (1988 - 1989)