

Jérôme Ceyrac

Senior Product Manager



Senior Product Manager with 10+ years of experience in SaaS and fintech, primarily as a freelancer, transitioning into Web3 to build innovative, decentralized solutions. Specialized in DeFi and Machine Learning bringing expertise in smart contracts, tokenomics, and AI-driven product development. Proven track record of delivering user-centric solutions and collaborating with agile cross-functional teams - including engineering, design, and marketing - to align product vision with strategic goals.

Experience

April 2024 -
Now

Product Owner

Vaudoise Assurances - Lausanne, Switzerland

Creating a Cloud Service Center (called the "Cloud Assembly Factory") to provide the IT infrastructure and Microsoft Azure environments necessary for the new products of the Digital Transformation.



Jan - Nov 2022
(11 months)

Product Manager

Powens (ex-Budget Insight) - Paris, France

- ✓ Managed the [API Bank product](#), the bank data aggregation market leader in France
- ✓ Led the integration of the PSD2 APIs to cover more than 90% the french banking market
- ✓ Increased end users conversion rates by 30% thanks to app to app authentication
- ✓ Developed the B2B services client segment (accounting, ERP, payroll) by conducting discovery research with clients to consolidate leadership in the market



Jan - Sep 2021
(9 months)

Product Owner

Adeo - Lille, France

- ✓ Managed the Data Finder, an internal portal and API to share and find the data of the group
- ✓ Designed and delivered an orchestrator to automate the subscription of the Data Finder services in order to increase the user experience and reduce the workload of the support team
- ✓ Designed efficient onboarding workflows to allow non tech users to easily share their data



Apr 2018 - Dec
2019
(1 year 8
months)

Product Manager

Allianz Trade (ex-Euler Hermes Digital Agency) - Paris, France

- ✓ Managed the API Single Invoice Cover (SIC), the first B2B API in the market allowing Factoring clients to request invoice covers in real-time
- ✓ Increased revenues thanks to higher volumes of invoices covered but contained loss ratio
- ✓ Iterated on the product with the bank Crédit Agricole during the launch of their factoring product [Cash in Time](#) using SIC API to insure invoices
- ✓ Continuous improvement of the product



May 2014-Aug
2017
(>3 years)

Product Manager

GENIAC - London, UK and Madrid, Spain

- ✓ Managed GENIAC, a platform taking care of SMEs administrative and compliance tasks (accounting, HR, legal) to enable them to spend their time on growth
- ✓ Designed and shipped the MVP of the product allowing the company to secure a [series A investment](#)
- ✓ Conducted a strategical pivot of the product to open it to a new segment of customers, through HR and payroll services



Jan - Jun 2014
(6 months)

Product Owner

Business Of Fashion - London, UK

Designed, shipped and launched the [BoF career website](#).



Jan 2006-Apr
2013
(>7 years)

Java Developer, Release Manager, Project Manager, Business Analyst

Accenture - Paris, France

- ✓ Managed a team of 10 developers and a budget of €4.5M to deliver a new banking professional loan branch platform for two retail banks of the group Société Générale
- ✓ Designed and shipped, as a Business Analyst, Crédit du Nord's new online wire transfer application
- ✓ Release manager and Java developer of Crédit du Nord's new banking professional loan branch application
- ✓ Front-end developer of Banque Populaire's new e-banking application



Personal info

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Education

- Master's Degree in Engineering at [EPF - Ecole d'ingénieurs](#) (2001-2005)
- Scientific Baccalaureate ('A' Levels), Lille (1999-2000)

Certifications

- DeFi (Duke University 2025)
- Machine learning (Stanford 2024)
- UX Design (Google 2024)
- Drone pilot (2023)
- Scrum master (2010)

Skills

Methodology & concepts

UX Design, Design thinking, Lean startup, REST API, Agile Scrum & Kanban

Tools

Figma, Axure, Miro, Google Analytics, Segment, Selenium, Jupyter, Asana, Confluence & Jira, Hugo, Jekyll, Wordpress, Notion, Postman, Github

Tech

Linux, Python, Perl, Java, C#; PHP, SQL, Javascript, Jenkins, Google Cloud Platform,, Microsoft Azure, Amazon WS

Languages

English:	Fluent
French:	Mother tongue
German:	Intermediate
Spanish:	Intermediate

Interests

- Argentinian tango, Kung Fu, Squash, Cycling, Sailing
- Austrian school of economics, Philosophy , Psychology and History
- Web3, DeFi, Open Source