

# Aurelia Azarmi

**Product Manager | Product Owner | SaaS & AI Solutions**

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## PROFESSIONAL SUMMARY

Product Manager and SaaS founder with 15+ years in software engineering, presales, and product delivery. Founded an AI-powered bakery management platform, owning product strategy, design, and execution. Skilled in translating customer needs into product features, managing cross-functional teams, and launching scalable cloud applications. Certified in Machine Learning & AI (UC Berkeley) and AWS Solutions Architecture. Experienced in defining roadmaps, prioritizing features, and aligning stakeholders to deliver high-impact SaaS and AI products.

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## TECHNICAL SKILLS & KNOWLEDGE

Project skills: Resources management, scheduling, customer relationship, billing, specifications and business plan, problem-solving, roadmap planning, OKRs, stakeholder management, Agile/Scrum

Technical skills: Python, React/redux, CSS, AI/ML, Data Analysis

Environments : On-premise, SaaS and Cloud (AWS)

Languages: French - Native, English - Fluent, Korean - Beginner

## EXPERIENCE

### Jucosa.io

**01/2023 – Present**

Remote

*Founder - Product Manager*

- Defined product vision, roadmap, and MVP for an AI-powered SaaS platform helping bakeries manage recipes, inventory, costs, and production.
- Conducted customer discovery with bakery owners and pastry chefs, translating insights into prioritized features.
- Designed and delivered product features by integrating **AI APIs (OpenAI)** to automate cost analysis, recipe scaling, and production planning.
- Managed sprint planning with 3 engineers, guided UI/UX design, and oversaw cloud architecture on AWS.

### Rendez-vous French Pastry

**03/2021 – 12/2022**

Alamo, CA

*Owner / Product Manager*

- Launched and grew retail business, driving product-market fit through customer insights and partnerships.
- Designed cost models, managed pricing strategy, and scaled team to 4 employees.

### Axway

**10/2014 – 01/2021**

Paris, France

*Product expert / Pre-sales*

- Partnered with the product team to validate customer requirements and influence product roadmap for accounting integration solutions.
- Conducted product demonstrations and Proofs of Concept to showcase capabilities and gather customer feedback.
- Acted as liaison between sales, product, and engineering teams to ensure client needs were translated into product features.
- Produced quotes and collaborated with finance and operations teams within Salesforce to streamline deal execution.

### Sopra Banking Software

**03/2008 – 09/2014**

Paris, France

*Professional Services Consultant*

- Collected and documented customer requirements, translating them into functional specifications for the Payment Engine Platform.
- Worked cross-functionally with product and QA teams to ensure successful integration into customer architectures.
- Developed subject-matter expertise on payments workflows and retail banking processes, contributing to product improvements.

- Supported client onboarding and adoption by aligning product capabilities with business needs.
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## PROJECTS

### AI applied independent project : livelive.love | Tech Stack: React/Redux - OpenAI API

Technical product manager

- Designed and built an AI-assisted writing application that helps users write a memoir or long-form book through weekly guided questions over the course of a year.
- Own the full lifecycle including product design, implementation, bug fixing, and continuous iteration based on real usage.
- Actively maintained and improved over time, with a focus on reliability and usability.

### Bakery Sales Analysis & Pricing Optimization | Tech Stack: Python

Business analysis

- Conducted end-to-end analysis of 234,000+ sales records to identify cost drivers, customer trends, and margin opportunities.
  - Designed data-driven dashboards and visual reports to support product pricing and inventory decisions.
  - Delivered actionable insights that informed product strategy, including pricing adjustments and seasonal promotions.
  - Applied Python, pandas, and visualization tools to enable scenario planning and revenue forecasting.
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## EDUCATION

|   |                |
|---|----------------|
| <b>AI prototyping Certification</b>   | <b>12/2025</b> |
| Product School  | Remote         |
| <b>Advanced AI Agents Certification</b>   | <b>11/2025</b> |
| Product School  | Remote         |
| <b>Artificial Intelligence for Product Certification</b>                        | <b>09/2025</b> |
| Product School  | Remote         |
| <b>Product Manager Certification</b>  | <b>08/2025</b> |
| Product School  | Remote         |
| <b>Professional Certificate in Machine Learning and Artificial Intelligence</b> | <b>05/2024</b> |
| UC Berkeley Executive Education   | Remote         |
| <b>AWS Certified Solutions Architect - Associate</b>                            | <b>07/2023</b> |
| AWS   | Oakland, CA    |
| <b>Polytech' Sorbonne</b>   | <b>08/2008</b> |
| Master's Degree in Computer Science (Engineer)                                  | Paris, France  |

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## MEMBERSHIPS & VOLUNTEER EXPERIENCE

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| Techwomen Cultural Mentor  | 2023 |
| Green Valley Elementary School Site council - English Language Learner Committee and Secretary | 2022 |