

Aurelia Azarmi

Product Manager | Product Owner | SaaS & AI Solutions

DANVILLE, CA | (925) 915-2274 | <https://www.linkedin.com/in/aurelia-azarmi/> | AURELIA.PAYSSAN@GMAIL.COM | [GITHUB aureliaazarmi.com](https://github.com/aureliaazarmi)

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.

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

Founder - Product Manager

Remote

- 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

Owner / Product Manager

Alamo, CA

- 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

Product expert / Pre-sales

Paris, France

- 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

Professional Services Consultant

Paris, France

- 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.

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.

EDUCATION

AI prototyping Certification

Product School

12/2025

Remote

Advanced AI Agents Certification

Product School

11/2025

Remote

Artificial Intelligence for Product Certification

Product School

09/2025

Remote

Product Manager Certification

Product School

08/2025

Remote

Professional Certificate in Machine Learning and Artificial Intelligence

UC Berkeley Executive Education

05/2024

Remote

AWS Certified Solutions Architect - Associate

AWS

07/2023

Oakland, CA

Polytech' Sorbonne

Master's Degree in Computer Science (Engineer)

08/2008

Paris, France

MEMBERSHIPS & VOLUNTEER EXPERIENCE

Techwomen Cultural Mentor

2023

Green Valley Elementary School Site council - English Language Learner Committee and Secretary

2022