

# Joséphine Parquet

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## EDUCATION

2020 - 2021

### London Business School, London, UK

Master's in Management degree with Analytics focus

LBS Tech & Media Club Member, PE / VC Club member, Student Ambassador

Merit scholarship covering 30% of tuition fees

2015 - 2019

### ESADE Business School, Barcelona, Spain

Bachelor's in Business Administration

**International Exchange:** The Chinese University of Hong Kong (merit scholarship)

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## BUSINESS EXPERIENCE

2023 -

Present

### STABILITY AI, London, UK

#### Product Manager – APIs, B2C Applications

- Led product development and launch of AI tools via APIs, B2C Apps and open-source models; coordinated cross-functional alignment, defined pricing, produced marketing and sales material
- Shaped the engineering roadmap and monitored day-to-day execution. Analysed data to track product performance, built customer success dashboards, feedback loops, and health monitoring metrics to drive customer adoption
- Designed the new data structure and dashboards (Looker) to track product performance and drive strategic decisions
- Managed 10+ enterprise API customers from onboarding to expansion. Translated customer feedback into engineering roadmap priorities to drive product development
- Executed B2C product integration of acquired company (Clipdrop), built sales and support infrastructure and grew revenue 10x in 8 months

2021 -

2023

### DELIVEROO, London, UK

#### Growth Operations Manager

#### Largest food delivery company in the UK

- Modelled the new commission structure for restaurants. Presented scenarios and implications to executive team and led workshops to refine key variables based on costs and objectives
- Executed launch strategy for McDonald's partnership optimizing coverage areas based on rider supply and volume targets (+1000 sites in the UK)
- Spearheaded algorithm optimization project with data science team, reducing order duration by 6 minutes across top accounts portfolio
- Managed operations of UK top 20 accounts; built operational playbooks and created KPIs dashboards both designed for restaurants and internal commercial teams

2021

### NIBBLE, London, UK

#### Growth Expert – (Part-time, 4 months)

#### AI chatbot plugin enabling personalized price negotiation in e-commerce

- Drove product improvements through customer interviews and market research, increasing engagement by 30% and conversion by 10%
- Led A/B testing of ML algorithm to optimize chatbot conversations and tone (pre-ChatGPT era)
- Executed sales strategy for Shopify merchants; created marketing content and SEO strategy, increasing customer base by 20%

2020

### PERNOD RICARD, Paris, France

#### Corporate Finance Intern (6 months)

- Transformed and analysed financial data of 56 affiliates producing reports used in presentations to inform strategic decisions at group level
- Collaborated with consulting team to identify company needs and technical possibilities for design of PowerBI dashboards to digitalize and automate financial reports, saving 4 days of work per month

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## ADDITIONAL INFORMATION

- **Technical Skills:** SQL, Looker, Tableau, Google Analytics, Excel, R, Python, HTML, CSS, JS, Figma
- **Tech interest:** Active in AI/ML community through blog writing, daily industry newsletter reviews, and social media engagement on latest developments in AI, ML, and venture technology
- **Social impact:** Social consultant for ESADE Alumni, Social consultant at ACLO foundation (3 months – Bolivian NGO) - designed and implemented strategy of a honey association. Pitched business case to secure funding
- **Sports:** Biking (+1500km around France), Hiking, Horseback riding (2 years racehorse training)
- **Languages:** French (Native), English (Fluent), Spanish (Fluent), Italian (Intermediate)