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| **Pierre Foucart**  Product manager with 10+ years of experience in Marketplace, E-commerce, Fintech and customer facing products. EXPERIENCE ***Best Buy Canada*** ***Vancouver, BC/Remote*** Product Manager   2021 – Present Optimize Marketplace Sellers onboarding to bring them a faster ROI and increase activation rate.   * Reduced seller onboarding time by 40% through new touchpoints, automation and improved tracking that help the optimization of CSM * Eliminated the biggest NPS detractor subject by aligning all Return Policies through an incremental release plan based on seller adoption * Reduced operational labor by 500 hours, by automating external communications and data population in partnership with Sales and CSM  Senior UX Designer 2018 – 2020 Influence the prioritization of stories within strategic initiatives based on customer value and product maturity, as part of the product trio of multiple SCRUM teams.   * Creation of a digital customer acquisition channel that generated 20% of in-store mobile activations in 2020 * Definition of an advertising program that resulted in a $41 million net profit in the first fiscal year with no negative effect on customer experience or conversion metrics * Strategy and tactical definition of a CMS implementation which reduced merchandising effort by 75%   ***Business Development Bank of Canada (BDC)*** ***Montreal, QC*** Senior UX Designer 2017 – 2018  * Implemented a fact-driven design methodology and usability testing guidelines to prioritize features based on data and customer problems * Built and implemented a company-wide design system reducing rework and optimizing lead time to market * Crafted the experience for a new self-serve portal   ***Breather*** ***Montreal, QC*** Product Manager 2015 – 2016  * Facilitated Design Sprints and launched A/B tests on our acquisition funnel, increasing conversion from homepage to search by 15% * Optimized the booking engine navigation based on customer research, awarded Apple’s Best Apps of 2016 in Canada  *Freelance / Various Web Agencies Montreal, QC* Product Strategist and UX Designer         2010 – 2015  * Defined product roadmaps and advised technology investment * Conducted usability testing and provided market research services * Coached, mentored and coordinated designers on multiple projects * Designed mobile apps and web experiences   ***Dailymotion*** ***Paris, France*** Product Manager 2006 – 2009  * Enabled and defined in-player advertising capabilities – reaching 500 million videos viewed/month * Defined and managed the implementation of a custom CMS supporting content partnerships in 14 different countries * Coordinated two cross-functional teams (designers and developers) and coached a team of three product managers | Phone: +1 (604) 240-4250 Location: Remote, EMEA Email: [pierrefoucart@gmail.com](mailto:pierrefoucart@gmail.com) LinkedIn: [pierrefoucart](https://www.linkedin.com/in/pierrefoucart/) SKILLS  * Vision and strategic definition * Prioritization, Product Roadmap and Tactical planning * KPI definition, Analytics and A/B Test * User Research * Market Research * Product Design & Prototyping  EDUCATION **PSPO 1 Certification** Scrum.org **Master of Commerce E-Commerce & Business Administration** Université Paris XIILANGUAGES **English** - Bilingual proficiency  **French** - Native  *References available upon request.* |