**Pierre Foucart**

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# EXPERIENCE

***Best Buy Canada*** *Vancouver, BC / Remote*

# Product Manager / Product Owner – Marketplace Sellers 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 Customer Success Managers (CSM)
* Eliminated the biggest NPS detractor subject by aligning all Return Policies through an incremental release plan based on seller adoption
* Automated external communications and data population with Sales and CSM, cutting 900 hours of labor.

# 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)*** *Montréal, QC*

# Senior UX Designer 2017 – 2018

* Implemented design methodologies and usability testing to prioritize features based on data and user insights.
* 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*** *Montréal, QC*

# Product Manager – User Awareness and Search Engine 2015 – 2016

* Facilitated Design Sprints and launched A/B tests on our acquisition funnel, increasing homepage conversion by 15%
* Optimized the booking engine navigation based on user research, awarded Apple’s Best Apps of 2016 in Canada

# *Freelance / Various Web Agencies Montréal, 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 – Ads, Video Player and Internal Tools 2006 – 2009

* Launched the first video advertising program at scale with in-player banners, pre-roll and post-roll capabilities – delivered on 500 million videos viewed/month
* Developed a CMS with automation and advanced calendar capabilities, resulting in a 200% increase in featured content across 14 localized homepages and landing pages without the need for additional staff.
* Coordinated two cross-functional teams (designers and developers) and coached a team of three product managers

# EDUCATION

***Université Paris XII*** *Créteil, France*

# Master of Commerce, E-Commerce & Business Administration 2005 - 2007

# ADDITIONAL INFORMATION

**SKILLS:** Vision and strategic definition, OKR and KPI definition, Product Roadmap and Tactical planning, Backlog management, Analytics and A/B Testing, User Research, Market Research, Product Design & Prototyping.

**LANGUAGE:** Fluent in English and French (Native)

**CERTIFICATION:** Professional Scrum Product Owner (PSPO 1) Certification from Scrum.org

*References available upon request.*