

GHALI HARTI

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SUMMARY

Product Manager at Wivoo, with 5 years of experience and a track record in top scale-ups like Criteo, Salsify, and Alan. Former Product Owner with strong expertise in Operations and Delivery, now combining hands-on product execution with data analysis skills (Le Wagon) and product strategy (Noé).

EDUCATION

Product Management bootcamp - Noé x Decathlon

Paris - Jan 2025 - Feb 2025

- Trained in advanced product management methodologies at Noé, with a focus on discovery, delivery, and strategy
- Delivered on Decathlon's real problem regarding engagement & retention
- Prioritized problems based on impact on chosen metrics, and tech cost

Data analytics bootcamp - Le Wagon

Paris - Oct 2024 - Dec 2024

- Collected, cleaned, and transformed data using SQL and Python
- Created data visualizations and dashboards with Power BI and Looker Studio
- Applied predictive analytics and machine learning with Pandas and Scikit-Learn for actionable insights

Master in Entrepreneurship - Montpellier Business School

Montpellier - Sep 2017 - Sep 2021

- Major: Strategy consulting

Academic exchange year - De Montfort University

Leicester - Sep 2018 - Sep 2019

- Major: Digital Business Strategy

WORK EXPERIENCE

Product Manager - Wivoo

Paris - Feb 2025- Now

- Led e-commerce product initiatives for the European construction leader, optimizing user journey and ROI
- Achieved **+17% conversion rate increase in 6 months** through data-driven improvements and A/B testing
- Collaborated cross-functionally with design, tech, and business teams to align product with user and company goals

Ops Runner - Alan

Paris - Mar 2024- Aug 2024

- Managed daily processes (claims, bankruptcies) for **100+ members, ensuring smooth service and 97% member satisfaction**
- Performed quality checks, implemented improvements, and optimized operations using data insights
- Collaborated with cross-functional teams to support continuous process improvements

Product Owner - Salsify

Paris - Nov 2021 - Mar 2024

- Supported the implementation of Salsify's SAAS product for 3+ major French retailers (Mr Bricolage, Leclerc, U-enseigne) enhancing data management and process efficiency
- Ensured **100% on-time delivery** Managed the backlog in collaboration with Developers, Connectors, Platform Operations, and Data Models teams - meeting scope and budget targets
- Analyzed and integrated customer data for **15+ clients**, ensuring tailored and effective solutions

Process Excellence Analyst - Criteo

Paris - Oct 2020 - Oct 2021

- Led Salesforce CRM support, process improvements, and created sales reports and dashboards
- Managed improvement tickets by prioritizing, coordinating with cross-functional teams, and ensuring timely updates

Online Business Manager - L'Oréal Paris

Paris - Jan 2020 - Jul 2021

- Analyzed monthly KPIs for mass distribution, tracking key metrics (turnover, promotions, media) to drive operational improvements
- Supported e-commerce performance with major partners (Amazon, Sephora, etc.), contributing to growth across multiple digital channels

ADDITIONAL INFORMATION

- **Technical Skills:** Power Bi, Looker, Sql, Python, Zapier, DBT, Jira, Google Analytics, APis, Figma, Miro
- **Languages:** French, English, Arabic
- **Certifications:** TOEIC niveau C2, IA & data analysis Developer