



Abdelwadoud Amzil

Senior Product Owner

Certified PSPO1 | Agile | IT & E-commerce
French nationality

Contact

+33 6 35 35 92 48
amzilabdelwadoud@gmail.com
11 Grande Rue, Verneuil-Sur-Seine 78480 - France

Education

Bac +5 - Master Marketing Digital

Digital Campus de Paris, France
2016 - 2018

Recos

Gazale Echraghi

Product Manager @sephora
gazale.echraghi@gmail.com
+33 6 15 14 01 93

Hanna Azaïz

Operations Director @1min30
ha@1min30.com
+33 6 62 21 63 16

Languages

- **French:** Native/Bilingual (C2)
- **Arabic:** Native/Bilingual (C2)
- **English:** Professional (B2)
- **Spanish:** Novice (A1)

Experiences

Senior Product Owner

Velvet Consulting

2023 - 2025

Promoted to **Senior Product Owner** at **Marionnaud** to lead the European-wide deployment of IT solutions.

- **Led the European rollout of IT solutions across 5+ countries**, improving operational efficiency and user adoption by 20% within 6 months.
- **Defined and executed the product roadmap**, prioritizing features that delivered maximum business value and aligned with customer needs.
- **Implimented Order Management System (OMS)**, increasing order fulfillment accuracy by 25% and reducing processing time by 30%.
- **Facilitated cross-functional collaboration (Tech, UX, Business)** to deliver high-impact solutions, reducing time-to-market by 15%.

Product Owner

Velvet Consulting

2022 - 2023

Product Owner – Consultant for Marionnaud

Led the development of IT apps to optimize the User Experience..

- **Owned the product lifecycle for Marionnaud's IT apps**, delivering solutions that improved user experience and operational efficiency.
- **Managed and prioritized the product backlog**, ensuring alignment between business goals and technical execution.
- **Created user stories and mockups** required for ticket in our sprints.
- **Conducted user research and UAT testing**, leading to a 20% improvement in users satisfaction.
- **Implemented Agile methodologies**, streamlining workflows and improving team productivity.
- **Contributed to increase in online sales** through the delivery of high-quality digital solutions & **Drove change management** for 400+ shops.

Tools : **JIRA, Confluence, Figma, Draw.io, Postman, Microsoft Office, etc.**

Digital Project Manager

1min30 Agency

2019 - 2022

- **Managed IT and marketing projects** for clients like ESCP, Eutelsat, and Sodexo, delivering projects worth €100k–€500k.
- **Exceeded 90% of project objectives**, achieving a 90%+ client satisfaction rate by aligning deliverables with client goals.
- **Led cross-functional teams** to deliver websites, e-commerce platforms, and marketing campaigns, reducing delivery time by 20%.
- **Implemented data-driven strategies** using tools like Google Analytics and CSQ to optimize project performance.