



Abdelwadoud Amzil

Senior Product Owner

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

Contact

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Education

Bac +5 - Master Marketing Digital

Digital Campus de Paris, France
2016 - 2018

Recos

Gazale Echragli
Product Manager @sephora
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Hanna Azaïz
Operations Director @1min30
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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.
- **Implemented 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.