



Jacques Giraudel

SaaS Mobile Product Manager

Driving License

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📍 Paris downtown

A technical background for a better test of business value: finer technical product knowledge, extensive research and usage analysis capacity, ability to deliver a level of quality adapted to the need. An integrated vision and good foundations in all product domains, better rationality of decisions: for better business alignment.

-> More on <https://jacquesgiraudel.com>

EXPERIENCES

Mobile PM

side project startup - Since 2019

- ▶ *social story as social website for restaurants*
- ▶ solopreneur, product and growth experiments, development

Mobile PM - proxy level

Startup Partoo - July 2021 to October 2021 - Freelancer - Paris

- ▶ *Partoo app (presence & review management)*
- ▶ launching of the mobile MVP, Scrum PO and SM
- ▶ english-speaker (3 dev., 1 QA), iOS & Android (react native)

Mobile PM - business level

ZEurf - July 2019 to January 2021 - Freelancer - Boulogne B.

- ▶ *ZEbet and ZEurf apps - gambling on sports and horse racing*
- ▶ *difficult context: App Store deadline for native UX, internalization of ZEbet*
- ▶ relaunch (incl. UX) of ZEbet and ZEurf websites for native apps, ~4☆
- ▶ proactive on product and UX framing in particular with ZEbet
- ▶ topics : legals, mult. countries, mobile payment, mktg tools, perf
- ▶ competition analysis, financial impact of a store removal
- ▶ team (1 SM, 1 UX, 5 dev., 2 archi.), Scrum, iOS & Android (React native)

Head of mobile (substitute)

Louis Vuitton - March 2022 to April 2022 - Freelancer

Mobile PM - proxy level

PSA (dig. factory) - February 2019 to May 2019 - Freelancer - Poissy

- ▶ *ConnectedCAM app (in-car video recorder), ScanMyCar app (car manual) and a technical performance tracking project on PSA mobile apps*
- ▶ project coordination, workshop and maintenance management
- ▶ usage analysis with Google Analytics, decodeapps
- ▶ accompanying of developer teams (incl. in english), SAFE training

Retransferable PM mobile

multiple - 2011 to 2018

- ▶ *Android developer 7 years, mult. mobile products including Digiposte (1y), Carrefour loyalty app (1y) and Ingenico cash register (1y)*
- ▶ Knowledge of UX and functional possibilities of mobile platforms
- ▶ Knowledge of dependencies, costs and associated risks
- ▶ Scrum at different maturity levels, Android/iOS eq. (up to 11 dev.)
- ▶ *North American experience - innovation culture*
- ▶ R&D tax credit advisor for various tech companies

SKILLS

Product Management

- ▶ Align the product strategy
- ▶ Lead the discovery
- ▶ Knowledge UX & Growth

Soft skills

- ▶ Capacity to embrace the change
- ▶ solution oriented
- ▶ Structured

Languages

- ▶ English (pro)
- ▶ French

EDUCATION

Product Manager

OPENCLASSROOMS - (B+5 EQ.)

incl. digital mktg, lean innovation, UX

Scrum PSPO I et PSM I

Google Analytics certification

2021

Master MIAGE