



# Jacques Giraudel

## SaaS Mobile - Product Manager

Permis de conduire

✉ me@jacquesgiraudel.com

☎ 0602358207

📍 Paris downtown

With a view to better business and value alignment, I seek to be a pioneer in all product areas. I put at your service my expertise in mobile products and my strong execution capacity of 10 years in Tech to allow you to continue to innovate.

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

## EXPÉRIENCES

### First Product Manager (mobile)

startup project - Depuis juillet 2023

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

### Mobile Product Manager - proxy level

Startup Partoo - Juillet 2021 à octobre 2021 - Freelance - Paris

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

### Mobile Product Manager - business level

ZEurf - Juillet 2019 à janvier 2021 - Freelance - 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, product ownership
- ▶ 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 - Mars 2022 à avril 2022 - Freelance

### Product Manager - proxy level

PSA (dig. factory) - Février 2019 à mai 2019 - Freelance - 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 Product Manager

Carrefour, Digiposte, LCL, etc. - 2011 à 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

## COMPÉTENCES

### Product Management

- ▶ Define the vision and product strategy
- ▶ Establish the roadmap
- ▶ Conduct customer discovery
- ▶ Manage delivery
- ▶ Validate by metric
- ▶ UX & Marketing knowledge

### Soft skills

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

### Tools

- ▶ JIRA, Trello, Confluence
- ▶ Figma, Miro, Office 365
- ▶ Google Analytics, Firebase, SQL, postman
- ▶ Store Google et Apple

### Languages

- ▶ English (pro)
- ▶ French

## FORMATIONS

### Product Manager

OPENCLASSROOMS - (B+5 EQ.)

incl. digital mktg, lean innovation, UX

### Scrum PSPO I et PSM I

### Google Analytics certification

2021

### Master MIAGE