

Alexandre Liaume

Product Management expert with 20-year experience in e-Commerce, AI, fintech and content companies working mainly on mobile and desktop platforms

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SKILLS

Agile Methodology
Business Analysis
Business Case
Competitive analysis
Governance

Key Performance Indicators
Objective and Key Results
Prioritised Product Backlogs
Product Coaching
Product Development Process

Product Requirements
Quality Assurance Process
Staff Management
Stakeholders Management
Technical Development

User Acceptance Testing
User Experience (UX)
User stories

WORK EXPERIENCE

Since October 2022

Atom Group (masterofmalt.com), Remote – Head of Product (Contract)

Responsible for implementing Product Management workflows, which translated into scaling up product management, managing and hiring for the product management team.

Products

Master of Malt website for Retail and Trade
Warehouse & Production Tools
Other Internal tools

Key Successes:

- Implemented and evangelised Product processes, Governance and Workflows – including prioritisation methodology, Subject Matter Expert (SMEs) governance, product requirements, ideation process, product roadmap, technology roadmap, process automation and more.
- Hired, on-boarded and managed a team of new product managers (4) to collaborate and support the technology efforts on all fronts of this complex business
- Worked as a Product Manager for various squads (Account Management, Onboarding, Pricing, Reporting and Data flow)
- Managed the UX function workflows to integrate them with Product

May 2019 – July 2022

CloudNC, London – Head of Product (Permanent)

Promoted in June 2020 from Lead Product Manager (contract) to Head of Product

Responsible for implementing the Product Management function and for building up the Product Discovery team to scale up the business in terms of revenue, production velocity (£/h) and data input accuracy, whilst supporting the start-up's investment series. This role involved working closely with manufacturing, software and commercial teams to ensure we are building the right products (Discovery) and building them right (Delivery).

Products

CloudNC AI CAM Software
CloudNC website
Factory Operating System
Manufacturing workflows

Key Successes:

- Implemented and evangelised Product processes, Governance and Workflows, including the Agile methodology for 4 development teams, 1 Discovery team and the Manufacturing team.
- Created a prioritisation methodology applied to all Product Backlogs based on feasibility, value and usability criteria.
- Created and iterated on a factory workflow using Agile in a manufacturing environment, whilst implementing a third-party software and capturing needs for an in-house solution, which being delivered.
- Created, scaled and recruited for and managed the Product Discovery Team made of a variety of roles: UX Design, System Engineering, Business Analysis and Product Ownership.

December 2018 -May 2019

Hugo&Cat, London – Senior Product Manager (Contract)

Responsible for Discovery phase of ireland.com.

Product

ireland.com

Key Successes:

- Implemented the Agile methodology to the Discover & Define despite contractual outputs.
- Worked in collaboration with the client to create a framework around Objective, KPIs and other metrics to prove the success of the future delivery.

February 2017 – December 2018

Newsflare, London – Senior Product Manager (Contract)

Responsible for the Digital products of this video licensing marketplace.

Products

Newsflare website
Newsflare iOS and Android App
Machine Learning Video Tagging

Key Successes:

- Implemented and evangelised Product processes and Governance, including recruiting for a Product team to add analytics, data science and UX design abilities.
- Implemented the Agile methodology to deliver more often smaller iterative pieces of work that are valuable, usable and feasible.
- Created and maintained a Product Backlog through user research, staff interviews, competitive analysis and data analysis.
- Produced KPI's to implement a prioritisation methodology and report on successful metrics
- Increased key metrics like uploads from new users by an additional 7% and search query from buyers by an additional 12%. Scaled up the video uploaders from 700 to 12,000 a month.

January 2016 – February 2017

Government Digital Service, London - Senior Product Manager (Contract)

Lead of a multi-disciplinary Agile team to launch and maintain various Digital products.

Products

GOV.UK Service Manual
GOV.UK Front-End
GOV.UK GaaP toolkit

Key Successes:

- Launched a new Service Manual, including content migration and creation of the CMS, to support governmental departments to deliver the right digital service to their audience.
- Extensive focus on user needs through user research in lab, interviews, feedback and surveys.
- Rationalisation of Front-End development tool-kits to optimise government's code.

July 2015 – December 2015

C. Hoare & Co, London – Digital Platform Product Manager (Contract)

Lead Product Manager responsible for the delivery of a Digital Banking platform.

Products

Online Banking iOS/Android apps
Responsive website

Key Successes:

- Aligned three third parties in using Agile methods.
- Created Architecture flow diagrams for all key features.
- Implemented an effective UX Governance, for which I am the lead.

April 2014 – June 2015

Money Advice Service, London – Product Owner (Contract)

Leader of an agile team (front & back end developers, QA, UX & Visual designer) for new products development and BAU enhancements of the responsive Money Advice Service website.

Products

CMS
Loan and Credit Card calculator
Debt Advice Locator
Redundancy Action Plan Engine.

Key Successes:

- Increased the Redundancy Action Plan Engine completion rate from 13% to 33%.
- Launched a highly regarded quality CMS and managed content migration. My project governance also received positive feedback. Launched a new CMS as per stakeholder's requirements.

July 2013 – March 2014

Betfair, London – Lead Global eCommerce Product Manager (Contract)

Responsible for Betfair's acquisition strategy internationally: understanding customer needs through data analysis to deliver and measure impactful ecommerce product initiatives.

Products

Registration/first payment flows
Compliance checks
Account Management

Key Successes:

- Built email login business case representing +£2M revenue.
- Increased the number of registrations by 15% thanks to various A/B and MVT tests on the on-boarding journey.
- Improved Betfair's eCommerce Product development processes.

January 2013 – June 2013

Hotels.com (Expedia), London – Technical Product Manager (Contract)

In charge of driving a big data project responsible for consolidation and organisation of customer and site data, including governance with the CEO.

Products

Single View of the Customer
Datawarehouse

Key Successes:

- Compiled over 200 use cases with an individual business case to prioritise and organise the launch of the data warehouse (£184M sales opportunity).
- Created the unique view of the customer process.

September 2012 – January 2013

The Mind Gym, London – Product Director (Permanent)

Responsible for a new suite of digital learning products. Successfully re-engaged with the sole client by project managing effectively and transparently.

March 2010 – August 2012

PayPal, London – Senior Product Manager (Permanent)

Responsible for the management of financial products for the UK business in the Merchant and Consumer Credit and pre-paid card domains – Web and Mobile.

Products

Consumer Credit products
(Credit Card, Virtual Credit Line)
Pre-paid card
Merchant Cash Advance.

Key Successes:

- Wrote a highly complex Product Requirement document for two consumer credit products over a hundred stakeholders and a dozen of third parties, all based in various countries.
- Debugged and sunset effectively a white-label card with Santander.
- Worked with marketing on value propositions, messaging and campaigns to consumers and businesses.
- Effectively managed legal and compliance requirements (e.g. CCD, ILG) and successfully challenging the legal department.
- Production of wire-frames to optimise user experience / interface (UI) and commercial opportunities/results. Mock-up with designers.

January 2009 – February 2010	AOL Europe, London – European Product Manager (Permanent)
October 2007 – December 2008	ITV, London – Commercial Product Manager (Permanent)
November 2004 – October 2007	4D Interactive, London – Product Manager (Permanent)
April 2003 – November 2004	Newmarket International, London – Inside Sales Manager (Permanent)
September 2001 – March 2003	IBM, Dublin, Ireland – Inside Sales Associate (Permanent)
October 2000 – June 2001	Telmex, Guadalajara, Mexico – Marketing Associate (Internship)

EDUCATION

2015	Professional Scrum Product Owner I Certification with Scrum.org
2010	Usability and User Experience with eConsultancy
2008	Prince2 - Foundation and Practitioner
2006	Certificate in TV Production from the London Academy of Radio Film & TV. Certificate in Production Management from the London Academy of Radio Film & TV.
1998 - 2001	Master degree in Marketing and Business studies, ESC Rennes, France & Mexico 2 Years Studies in Rennes, France. 1 Year at the TEC de Monterrey, Guadalajara, Mexico. <ul style="list-style-type: none"> • Diploma of the ESC Rennes (Master) • Higher Bachelor of Arts in International Business (BAIB) • Diploma of Higher Education in Business Studies (Dip HE)
1996 - 1998	Classe Préparatoire HEC, Blois, France 2 Year course to achieve entry into ESC Business School
June 1996	French Bacallaureate, Tours, France - A-level equivalent On completion of Secondary Education (Scientific option)

LANGUAGES

French	Native speaker
English	Fluent
Spanish	Fluent
Portuguese	Basic

IT SKILLS

Technical development methodologies: Agile (Scrums), Waterfall

User Experience software: Axure (wire-frames), MS Visio, Adobe Photoshop

Software: MS Office, MS Project, MS Windows, Mac OS, MS IE, Firefox, Safari, Chrome, Jira, Target Process, Trello, iOS, GitLab, Android, Google docs/sheet/slides/forms.

INTERESTS

Readings about human behaviour (Life Coaching diploma from Oxford College).

Voice-overs and singing

Sports - Yoga, Pilates and weight training.

Interior-design

CITIZENSHIPS

British

French