

Nicolas Mathieu, MBA

Multilingual (Japanese, Chinese, English, French), innovation-minded, product manager with strong technology startup & international experience.

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EXPERIENCE

Sopra Steria *digital services consulting*

Product Manager, Air Traffic Control (ATC) Industry, Digilab Innovation Sector

Brussels, Belgium

May 2019 – July 2020

- Navigated clients' rigid policies and procedures to incorporate the adoption of Digilab's agile methodology into the organization, resulting in increased efficiency and an increased budget of several million euros annually, dedicated to additional innovation projects
- Identified strategies to reduce risks and implement innovative techniques and processes, including new UI/UX for existing tools and machine learning to improve efficiency for ATC experts
- Designed end-to-end requirements of various experiments (including scope, budget, timeline, technical requirements and implementations, KPIs), and led three teams of 3-5 developers through each product development cycle
- Developed product collateral, including features presentations, internal white papers, communication assets, and product demonstrations to various stakeholder groups

TIAO *B2B SaaS marketplace, international trade*

Product Manager

Brussels, Belgium

Apr 2017 – Apr 2019

- Devised effective startup revenue model, grew user and client base, and increased user engagement through UI/UX improvements, client onboarding, and user journey strategies, resulting in +1250% growth in two years
- Built relationships early-on with key internal and external stakeholder to gain buy-in for product vision and roadmap
- Responsible for the product roadmap and release development cycle, working closely with cross-functional teams in business, product, design, and engineering
- Wrote detailed user stories for engineering team, negotiated timelines with CTO, and assisted with ongoing engineering trade-off decisions
- Leveraged UX feedback from users to develop marketing assets and training materials, and improved customer support tools and strategies to maximize sustained user adoption and retention
- Led integration of data-driven vendors (Mixpanel, Google Analytics, Kompass) to widen the scope of the marketplace
- Delivered weekly reports to C-Suite: KPIs, overview of development planning, project requirements, scope, schedule, QA plans and recommendation of strategic initiatives

Fashion Technical Partner *B2B fashion production services*

Business Development Manager

Brussels, Belgium

Feb 2016 – Apr 2017

- Developed marketing and outreach strategies to target small to medium fashion brands across Europe, resulting in an additional 400k€ annual revenue
- Owned clients' onboarding, production, quality control and delivery processes
- Structured business model and initiated collaboration deals with partners to improve capacity to respond to call for tenders in the European Union; the company is now positioned to win over 1M€ annually in EU tenders

So Parisienne *international trade consultancy*

Founder

Paris, France & Shanghai, China

Jan 2013 – Feb 2016

- Obtained placement of 12 French brands on the three largest luxury shows in China (Hainan Rendez-Vous, So Dalian, Bund Classic) and in a high-end designer shopping mall (K11), resulting in exposure to 100k+ affluent consumers
- Received a startup grant from the French government
- Responsible for the development of digital strategy (including social media, content strategy, SEO) in Europe and China
- Initiated cross-promotion partnerships with several French heritage companies (Studio Harcourt, La Durée, Jean-Paul Hévin, Vranken Pommery Champagne Demoiselle)

EDUCATION

- Master of Business Administration - Business Operations • Lille 2 University (France) / Fudan University (China) • 2010
- Bachelor of Science - Major in Business, Minor in Information Systems • ICD Paris Business School (France) • 2008
- Professional Scrum Master I Certificate • Scrum.org • 2021
- Machine learning techniques & implementation • Online degree • Stanford University / Coursera • 2018
- Structuring machine learning projects • Deeplearning.ai / Coursera • 2018

OTHER

- **Platforms & Tools:** HTML, CSS, WordPress, Mockflow, Photoshop, Illustrator, Canva, Google Analytics, Mixpanel, Excel, PowerPoint, Outsystem, Trello, Slack, Asana, Jira, Redmine, SM9, Zendesk
- **Volunteering:** Al Gore's The Climate Project: delivered 10 presentations in universities in China, Belgium and France to raise awareness about climate change
- Authorized to work in the US, no sponsorship needed