

# Sacha Guyon

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 [linkedin.com/in/sacha](https://www.linkedin.com/in/sacha)

34 years old (born 03/21/1983)

Driving license (French and Chinese)

Portfolio: [www.sguyon.com](http://www.sguyon.com)



**International product manager for innovative companies**

## SKILLS

### Product management

- **Expert at managing enterprise & consumer products:** vision, roadmap, backlog, user stories, customer development, user acquisition, pre-sales and go-to-market.

- Directed projects from initial requirements to delivery of **more than 1M€ budget, cross-department team up to 20 people**, for critical industries such as Automotive, Aerospace, Nuclear, Finance, Media.

- Expert in Agile/SCRUM and Lean startup methodologies with Trello, JIRA, GitHub, whiteboards and lots of post-its.

### Digital marketing

Expert at **defining marketing strategy** and managing its implementation and optimization based on qual & quant feedback - SEO, SEM, Brand Content, Social Media, E-Commerce, PR & Events planning.

### User experience Design

**Expert in UX:** user research, ergonomics, info architecture, **rapid prototyping** - from UX workshops to user flows and wireframes with Adobe suite (Photoshop, Illustrator, After Effects), Sketch, Invision, and HTML/CSS with Bootstrap.

### Software development

- Intermediate Knowledge of **Full-stack Web development:** Front-end HTML/Javascript, Back-end Ruby on Rails & PHP.

- Knowledge of **Software development:** Objective-C, C++, JAVA, x86 ASM

### Languages

Native French, fluent English, conversational Spanish, intermediate Chinese

## EXPERIENCE

**10 years of professional experience in digital product & project management for startups, large enterprise and digital agencies, in USA, Europe and China:**

2017-now - **Fueled (New York City, USA)** - [www.fueled.com](http://www.fueled.com)

**Senior product manager**



Devising, building and growing top-quality mobile apps for promising startups and innovative companies.

2015-2017 - 2 years - **Freelance (Paris, France)** - [www.sguyon.com](http://www.sguyon.com)

**Product management + UX Design & Strategy**



As an independant consultant, I was in charge of defining strategy, designing and managing various software, web and mobile products, such as:

- Financial control software for Renault Digital, with Boston Consulting Group
- E-Commerce website for Swatch Group China, with Reflet Communication
- User Experience audit and redesign of CRM website for Nestlé, with Welcome Max
- Equity Crowdfunding platform for leading French early-stage startup investment fund

2014-2015 - 1.5 year - **Magency Digital (Paris, France & NYC, USA)** - [www.magency.me](http://www.magency.me)

**Chief Product & Marketing Officer**



I was responsible of product and marketing at Magency Digital, where I formed and led a team of 10 people. My role was to define product vision, roadmap and backlog, design new features, pre-sales for top clients and manage all marketing communications. I was also key in helping to pitch the company to investors, resulting in a 3.5M\$ serie A fundraising.

## EXPERIENCE (Continued from page 1)

2012-2014 - 1.5 years - **FRED & FARID GROUP (Shanghai, China)** - [www.fredfarid.com](http://www.fredfarid.com)  
**Head of Digital Production (Project director)**



I formed and led a digital team that delivered more than 50 projects in 18 months, for 20 different brands, and won 10+ awards.  
My role was to supervise ongoing projects while working on strategy and management, especially with HR to cope with fast growth (10 to 100 people in 18 months).  
Accounts: Porsche, Lancome, Avène, Décathlon, Diesel, Ping'an Bank, L'Oréal...

2010-2012 - 2 years - **EKOHE (Shanghai, China)** - [www.ekohe.com](http://www.ekohe.com)  
**Consultant & Project manager**



I directly brought in and was in charge of projects accounting for 1/3rd of company's turnover.  
Client were top companies for critical industries such as **Airbus, Renault or Standard Chartered Bank** in need of innovative products, or ambitious start-ups looking for a development team to create the first version of their product and help them grow smoothly.

2007-2009 - 2 years - **HAVAS BETC EURO RSCG 4D (Paris, France)** - [www.havasgroup.com](http://www.havasgroup.com)  
**Digital Project Manager**



Euro RSCG is part of HAVAS Worldwide, 5th largest communication group.  
I entered as technical project manager, and then evolved into a hybrid account + technical PM, working on earlier parts of the projects - strategic recommendations, UX, pitches, client relationship.  
Accounts : L'Oréal Cosmétique Active (Vichy Int.), Emporio Armani, LVMH (Kenzo), Orange Labs

### Web developer - 4 years of combined professional experience as apprentice or freelance:

2004-2006 - 2 years	Novacom Associés - RIA/Video/Interactive marketing agency (Paris)
2003-2004 - 6 months	Altays Interactive - Interactive communication agency (Paris)
2001-2003 - 1.5 years	Multimex - IT company (Créteil)

## EDUCATION

2006-2007  
BAC+5  
MASTER IN BUSINESS ADMINISTRATION / GENERAL MANAGEMENT  
AIX-Marseille Graduate School of Management - Aix-en-Provence, France - [www.iae-aix.com](http://www.iae-aix.com)



EQUIS + AMBA accredited business school  
Courses in English, international cohort

2004-2006  
BAC+4  
BACHELORS OF ARTS IN DIGITAL MEDIA / INTERACTIVE DESIGN AND DEVELOPMENT  
**Gobelins**, School of Image - Paris, France - [www.gobelins.fr](http://www.gobelins.fr)



Leading French school in Visual Arts  
Design, production, management of online and offline multimedia projects

## INTERESTS

Traveling, volunteering, surfing, snowboarding, running, yoga, improv comedy and electronic music.

**Check out my portfolio with videos and screens of past projects :** [www.sguyon.com](http://www.sguyon.com)