

Sacha Guyon

35 years old (born 03/21/1983)
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Portfolio: www.sguyon.com



International product manager for innovative companies

SKILLS

Product management

- **Expert at managing enterprise & consumer products:** strategy, roadmap, backlog, user stories, customer development, user acquisition, pre-sales and go-to-market.
- Directed projects from initial requirements to delivery of **more than 3M\$ 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 & growth strategies**, and managing implementation and optimization: SEO, SEM, Social Media, E-Commerce, PR & Events planning.

User experience Design

Expert in UX: user research, usability, 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 - 1 year - **Fueled (New York City, USA)** - www.fueled.com
Senior product manager



Designing, strategizing and building and growing top-quality mobile apps for promising startups and innovative companies, including:

- 360° photo & video management and livestreaming app for Tamaggo, 360° camera maker
- Live auction tracking app for Hagerty, leading classic car insurance provider
- Health tracking mobile app for Moscase, upcoming battery booster and health sensor device

2015-2017 - 2 years - **Freelance (Paris, France)** - 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 Longines China (Swatch Group), 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 years - **Magency Digital (Paris, France & NYC, USA)** - 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
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
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
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



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



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

INTERESTS

Surfing, snowboarding, crossfit, yoga, improv comedy, electronic music and ukulele.

Check out my portfolio with videos and screens of past projects : www.sguyon.com