

ROMARIC DELAHAIE – PRODUCT MANAGER

PORTOFOLIO

LINKEDIN

ROMARIC.DELAHAIE@GMAIL.COM

+44 7 828 560 369

LONDON

NO VISA REQUIRED (PRE-SETTLED)

Summary

Product Manager with 7 years of experience shaping product strategy, vision, and roadmaps for B2B/B2C SaaS platforms. Skilled in stakeholder management, cross-functional delivery, data-driven decision making, and navigating regulated environments.

- Achievements**
- Led strategic optimization of B2B healthcare web app, managing 9-person squad to achieve +15% AI feature coverage and digitize 40% of manual booking operations.
 - Directed end-to-end discovery and delivery of Dyson’s B2C IoT Health & Fitness app (30+ engineers), securing market fit and achieving 9.5/10 usability testing score.

Skills

Product Strategy • Roadmap & Backlog Management • Stakeholder Management • Agile & Scrum Leadership • Cross-functional Collaboration • Data Analytics (Power BI, SQL) • Compliance in Regulated Industries • UX Research & Design Thinking • SaaS Growth Metrics & Launch Management • Product Lifecycle Management • Process Improvement • Low-code Delivery (Vibe, Replit) • Tools: Jira, Pendo, Figma, Maze, UserZoom

Work experience

Newcross Healthcare UK 04/2024 - Now

Newcross Healthcare – 300-person HealthTech scale-up providing a B2B web app for hospitals to create and manage shifts, seamlessly connected to a B2C mobile app that auto-assigns healthcare workers.

- Product Manager of HFGO & HFC | Hospital Shift matchmaking apps for healthcare workers | 20K MAU**
- Optimization**
- Owned full product lifecycle of B2B and B2C healthcare platforms, setting long-term strategy and quarterly OKRs in a regulated environment.
 - Led cross-functional squad (7 developers, 2 designers, 1 data analyst) across discovery, delivery, and success tracking, leveraging Scrum and low-code delivery methods.
 - Delivered high-impact product demos to non-technical healthcare clients, clearly communicating business value in competitive pitches.
 - Aligned Sales, Customer Support, Legal, and Marketing through structured PM channels (Teams, Confluence, email) to streamline requirements, workflows, releases, and GTM strategies.
 - Led discovery efforts and market/customer research to inform roadmap initiatives, backlog RICE prioritization, delivering both XL quarterly initiatives and quick funnel/CRO optimizations.
 - Implemented AARRR KPI dashboards (Power BI, Pendo) to track engagement and SaaS revenue growth.
 - Introduced process improvements with parallel design/dev sprints, increasing squad velocity by +15%.

- OKRs (over 3mth period)**
- Digitized 40% of manual B2B booking edits, saving 90+ operational hours per month
 - Increased B2B booking creation funnel conversion by +0.7% within 2mth. with rapid discovery and delivery
 - Boosted B2C AI-driven shift matchmaking coverage by +15% in 5 months, raising NPS by +6 points
 - Led full REACT refactoring of B2C mobile app, leveraging AI-driven tools for performance and scalability
 - Built competitive B2B Vendor Management System (VMS) from 0→1→10 in 3mth. using low-code tech

Glue Design & Strat. Consultancy UK 02/2023 – 12/2023

Glue is a Digital Design & Strategy Consultancy with extensive experience working on web apps, websites & mobile apps for B2C and B2B leading industry players such as Trip Advisor, Uniqlo and Holland&Barrett.

- Acted as internal product champion for multiple high-profile B2B & B2C clients, engaging diverse stakeholder teams and aligning delivery to business goals.
- Adapted delivery methods to each client’s operations, accelerating time-to-value across engagements.

Product Manager of Blinds2Go e-commerce website | B2C leading UK blind retailer | 3M MAU

- Led purchase funnel CRO, designing and implementing 41 experiments that increased conversion rate by +1.8%.

Product Manager of Eque2 finance web app | B2B accounting software | 3K MAU

- Led discovery and delivery of design and usability improvements across two accounting products, resulting in a +12 point NPS increase over 6 months.

Dyson

UK 01/2021 – 02/2023

Famous for their cleaning appliances, Dyson launched connected headphones in 2023 on which I worked as an app product designer for 8mths. Dyson's Design VP then promoted me to lead a new multi-million-dollar smartwatch.

Product Manager of Dyson app & WearOS smartwatch | B2C Health & Fitness tracker | 130ppl Project

New Product Discovery - 2mths

- Led end-to-end discovery and launch of B2C Health & Fitness IoT app, anchoring roadmap with market insights and usability feedback.
- Conducted 20+ consumer and competitor interviews across China/USA to refine personas and validate market fit.
- Secured C-suite and James Dyson approval on a MoSCoW-prioritized backlog of 50+ embedded & mobile app features.

Delivery - 10mths

- Led cross-functional squads: 7 designers, 10 mobile developers, 20 WearOS developers, 3 data analysts.
- Established 15 bi-weekly qualitative and quantitative validation cycles (usability testing, card sorting)
- Led alignment across hardware, software, UX, and marketing for integrated delivery.
- Implemented new agile processes to increase responsiveness, product quality, and on-time software releases.

OKRs

- Delivered 50+ mobile app screens to track, edit, and analyze health/workout data within schedule.
- Shipped and tested a working WearOS smartwatch rig with 6 Dyson-built watch apps.
- Achieved 9.2/10 usability score with strong qualitative feedback during end-user testing.

SaaS Start-up b-eve

FR 01/2020 – 12/2020

B-eve is a Dyson Award Winning anti-aggression start-up, combining a social safety mobile app and a groundbreaking wearable IoT bracelet to help women fight against street aggression. After 6 months in incubator, Covid & unsuccessful MVP testing led to project being abandoned.

Founder of b-eve mobile app & IoT bracelet | B2C anti-street aggression service | Dyson Award winner

New Product Discovery (0 to 1)

- Competitor and problem analyses, with 20+ interviews with policemen and victims of aggression.
- Designed and validated 5 SaaS mobile app MVPs and 2 IoT bracelet concepts through usability testing.
- Defined business strategy and investor narrative, including feature roadmap, financial forecast, and fundraising pitch.

OKRs

- Achieved strong early market fit with 25% of landing-page visitors registering purchase interest and high social traction (1K monthly website visitors, 1.4M social media views in 48h).
- Validated MVP concepts via concierge-style testing, yielding inconclusive SaaS app results (3.5/10 satisfaction score).

Freelance Consulting | Product Designer

FR 01/2020 – 12/2020

My 1y freelance activity generated up to £10K quarterly turnover, delivering market fit audit, branding & product designs (website, web apps) for multiple clients, including a leading B2B coaching e-learning platform.

Accenture Design | Product Designer

NL 01/2019 – 12/2019

Education

MSc in Engineering & MA in Design at the University of Technology of Compiegne (UTC), 2014 - 2019

- 5y Innovation Design Engineering Master in a Top 5 French Engineering School.