

ROMARIC DELAHAIE – SENIOR PRODUCT MANAGER

ENTERPRISE PLATFORMS • MARKETPLACES • B2B & B2C DIGITAL PRODUCTS

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U.S. IMMIGRATION: H-4 visa holder | Pursuing EAD | Open to cap-exempt H-1B sponsorship

Summary

Senior Product Manager with 7+ years across product, design and engineering, spanning enterprise platforms, B2B/B2C products, marketplaces and connected technology. Engineering-trained product leader with a track record in 0→1 development, data-led product strategy and complex cross-functional delivery, driving measurable customer, operational and business outcomes. Hands-on experience leading AI-assisted products and adapting Product practices to AI-accelerated delivery.

Skills

Product Strategy • Roadmaps & Prioritization • Product Discovery • Enterprise Platforms • B2B & B2C Products • Marketplaces • Data & Analytics (SQL, Power BI, Pendo) • Experimentation & A/B Testing • AI-Assisted Product Development • Workflow Automation • Cross-Functional Leadership • UX Research

Experience

Newcross Healthcare

UK 04/2024 – Present

Newcross is a UK healthcare technology and staffing company operating a two-sided marketplace connecting hospitals and care providers with healthcare professionals through B2B and B2C digital products. The platforms I manage support approximately 80% of company bookings across a marketplace generating ~£88M in annual revenue.

Senior Product Manager (Mar 2026–Present) | Product Manager (Apr 2024–Mar 2026)

B2B & B2C Marketplace, Workforce & Enterprise Platforms

- Own end-to-end product strategy and lifecycle for Newcross's core B2B client and B2C workforce platforms, spanning discovery, prioritization, delivery, marketplace growth, automated matching and operational workflows.
- Lead a cross-functional squad across Engineering, Design, Research and Data, translating customer, marketplace and operational problems into hypotheses, product requirements, experiments and measurable outcomes.
- Use behavioral, marketplace and operational data to identify product health issues, test assumptions and prioritize opportunities across workforce engagement, marketplace liquidity, matching and booking conversion.
- Partner with senior leadership, Operations, Sales, Engineering and Data to align product strategy, delivery risk and business priorities across complex multi-sided workflows.
- Led the product rescue of an AI-built three-application healthcare Vendor Management System, mapping ~150 features, removing ~60 from V1, defining cross-app workflows and business rules, and taking the platform through a live enterprise pilot before handover.
- Adapted product practices to AI-accelerated software delivery through feature-level definition, continuous prioritization and faster cross-functional validation cycles.

Key Achievements

- Diagnosed a multi-year workforce-engagement decline by linking a ~67% fall in weekly app users to a ~61% contraction in the active workforce, securing Company Director backing for a cross-functional discovery and improvement program; subsequent interventions contributed to stable ~3–6% weekly active-user growth.
 - Increased fulfillment of an automated staff-matching system from ~55% to ~68% within four months by leading mixed-method discovery and prioritizing high-impact product improvements.
 - Moved eligible client booking amendments into digital self-service, reaching 48% adoption for assigned and 30% for unassigned amendments; ~900 manual edits were replaced in June 2025, saving ~90 operational hours.
 - Used post-release marketplace analysis to redesign client staff selection after the B2B platform's share of covered staffing hours fell from ~75% to ~65%, contributing to its recovery to ~79% while one-click staff booking reached 27% of per-booking actions.
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Glue Design and Strategy Consultancy

UK 02/2023 – 12/2023

Digital product and strategy consultancy working with B2B and B2C clients across ecommerce, enterprise software and digital services.

Product Manager | Blinds2Go E-commerce | 3M Monthly Active Users

- Led conversion optimization across the purchase journey, designing and evaluating 41 experiments that contributed to a +1.8% improvement in conversion rate.

Product Manager | Eque2 B2B Accounting & ERP Software | 3K+ Business Customers

- Led a 6-month discovery and product-improvement program across two accounting/ERP products, conducting 52 user interviews and synthesizing 186 pain points into 12 prioritized product epics.
- Translated research into workflow, usability and migration improvements, contributing to a +12-point increase in NPS over six months.

Dyson | Connected Health & Google Wear OS Collaboration

UK 01/2021 – 02/2023

Product Manager | Connected Health App & Google Wear OS Smartwatch

- Led 0→1 product discovery and definition for a connected health experience spanning a mobile app and smartwatch within a 120+ person multidisciplinary program, conducting 20+ customer interviews across the US and China and securing senior-leadership approval for a 50+ feature roadmap.
- Coordinated 7 designers, 30 engineers and 3 data analysts across mobile, smartwatch and connected-device development, including collaboration with Google around the Wear OS platform and ecosystem.
- Established 15 two-week qualitative and quantitative validation cycles, delivering 50+ mobile screens and 6 smartwatch applications and achieving a 9.2/10 end-user usability score.

b-eve | Connected Wearable Safety Product

France 01/2020 – 12/2020

Early-stage connected safety product combining a mobile app with an IoT wearable; recognized by the James Dyson Award.

Founder & Product Lead | B2C Mobile App & Connected Wearable

- Led 0→1 product strategy, discovery and prototyping, conducting 20+ user and police interviews and testing 5 mobile concepts and 2 connected-wearable concepts.
- Defined the product roadmap, business model and financial plan while leading iterative MVP testing across the mobile and hardware experience.
- Generated early market traction including ~25% purchase intent, ~1K monthly website visitors and 1.4M social-media views within 48 hours.

Bonzaii | Independent AI Product Project

UK 06/2025 – Present

AI Product Management platform exploring how Product teams can keep pace with AI-accelerated software development.

- Independently conceived, researched and built an AI-native Product Management platform connecting product discovery, prioritization and delivery through a structured product model.
- Developed the product over 12+ months through 8,000+ AI-assisted development prompts, informed by PM interviews, competitive analysis, landing-page demand testing and iterative product validation.

Additional Experience

- **Freelance Product Designer** | France | 2020 — Independent product and digital design consulting, generating up to £10K in quarterly revenue.
- **Accenture** | Mechanical Engineer | Netherlands | 2019 — Product development and engineering experience within a global consulting environment.

Education

University of Technology of Compiègne (UTC)

France 2014 – 2019

Diplôme d'Ingénieur in Mechanical Engineering | Master's-level Engineering Degree

Five-year selective engineering program combining engineering, technology, product development and industrial design.