

ROMARIC DELAHAIE - PRODUCT MANAGER

PORTFOLIO



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LONDON

NO VISA REQUIRED (PRE-SETTLED)

PM with 7 years of experience in SaaS scale-ups and large organizations, specialized in B2C mobile apps. I have successfully delivered new products & optimized existing ones in the Healthcare & Fitness markets. With a MSc & 3y Product Design background, I collaborate cross-team highly efficiently & deliver impactful AARRR.

Career highlights

HFGO B2C Healthcare App, 40K mthly user, 2024
Optimisation, 6 devs squad, +22% AI feature engagement

Dyson B2C Health & Fitness App, 2022
New product category, 30 devs, 9.5/10 end-usability test

Skills & Certifications

MSc Engineering & MA Design

Product Manager Training IIBA Certif. - 20h

PRINCE2, Agile 5y Exp.

PM Frameworks

Jira ACP-620 Certification + 5y Exp.

Backlog & User Story Writing

SQL, Power BI

Maze, Userzoom, Pendo

Figma, Sketch

Employment History

Newcross Healthcare | Product Manager & PO

UK 9mth 2024

Newcross is a 300ppl Health Tech scale-up with a B2B web app for hospitals to create shifts, linked to a B2C mobile app for Healthcare workers that automatically assigns them shifts based on their availability & preferences.

PM of HFGO App | B2C shift matchmaking app for healthcare workers | 20K monthly visitors

View

Optimization

- Squad of 6 developers (4 React Native FE, 1 Java BE, 1 QA), 2 designers, 1 Data Analyst
- Successful Discovery, RICE prioritisation & Delivery of new Inbox, Profile & matchmaking service improvements
- Set AARRR KPI dashboards (PowerBI, Pendo) & e-learning SaaS revenue channels growth strategy
- C-suite stakeholder management, cross-function communication (marketing, legal, compliance, help & support)
- Revamp of squad delivery processes with Parallel Design/Dev sprints leading to +15% squad velocity

OKRs (over 3mth period)

- +22% engagement with the automated shift matchmaking service and +6 points NPS score
- +17% engagement with new inbox shift notifications system leading to higher shift coverage
- +5% Profile weekly unique visitors leading to higher completion rate of mandatory forms

Glue Design & Strat. Consultancy | Product Manager & PO

UK 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.

PM of Blinds2Go e-commerce website | B2C leading UK blind retailer | 3M monthly visitors

View

- Run purchase funnel CRO: Design & implementation of 41 experiments leading to +1.8% measured conversion rate

PM of Eque2 finance web app | B2B construction accounting software | 3K business customers

View

- Run discovery & delivery for design & usability improvements over 6 months leading to +12 points NPS score

Dyson | Product Manager & PO

UK 2021-2023

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.

PM of Dyson mobile app & WearOS smartwatch | B2C Health & Fitness tracker | 130ppl Project

View

New Product Discovery - 2mths

- Drive China/USA consumer & competitor analyses (20+ exploratory interviews) to target Personas & market-fit
- Drive James Dyson & C-suite approval on MoSCoW prioritized backlog of 50+ embedded & mobile app features

Delivery - 10mths

- Lead squads of 7 designers, 10 mobile devs, 20 WearOS Watch devs and 3 Data Analysts
- Development of new UX patterns for the bespoke Dyson watch OS and watch apps
- Set-up of 15 bi-weekly quantitative & qualitative user validation cycles (usability & card-sorting interviews)
- Cross-function management (marketing, legal, compliance) to keep the product focused on solving clear user needs amidst daily project shifts at multiple company-wide levels

OKRs

- Delivery within tight schedule of mobile app FE (50 screens to set-up, view and edit health & workout data)
- Delivery & real-life testing of a working smartwatch rig with Dyson WearOS & 6x Dyson watch apps
- 9.2/10 end usability testing score, great qualitative user feedback

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.

PM of b-eve mobile app & IoT bracelet | B2C anti-street aggression service | 1st prize Dyson Award winner

View

New Product Discovery

- Run extensive competitor & problem analyses (20+ interviews of policemen and victims of aggression)
- Design and validate 5 SaaS mobile apps & 2 IoT bracelet concepts with in-person usability testing
- Develop business plan, feature roadmap, financial forecast, iTerra incubator investors pitch & fundraising strategy

OKRs

- Conclusive quantitative & qualitative market fit with 25% landing-page visitors registering purchase interest, and high social engagement (1K monthly website visitors & 1.4M views on social media in 48h)
- Inconclusive SaaS apps MVP tests (Concierge-style) with 3.5/10 end satisfaction score

Freelance Consulting | Product Designer

FR 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 2019

Education

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

5y Innovation Design Engineering Master
Top 5 French Engineering School

Feedback

Principal Product Manager at Newcross Healthcare - 2024

Felicity Philips

"The ability for Romaric to absorb complex information is outstanding, you can tell that he thrives from being able to push himself and learn new skills every day. He will excel in grey areas of product by deeply learning the users pain points, the technical side, design aspects and then critically breaking down the solutions into short, medium and long-term product strategy. Romaric will be a huge asset to any organisation."

Glue Director - 2023

Billy Clarke

"Rom has this uncanny ability to take the vast and seemingly unwieldy problem back to his desk and return with a clear and obvious solution. His justifications and ability to articulate it capture his audience. And wait for it—he then orchestrates change effortlessly. He has made uncertainty and unpredictability and change his friend. And it's evident: Rom has bountiful commercial awareness and operational maturity. These are his superpowers, allowing him to operate at a high capacity with bucketloads of enthusiasm and perseverance."

Dyson Design VP - 2021

Jon Marsh

"Rom is very intelligent and pro-active in all that he does. He's able to quickly see solutions and has the capability to demonstrate and communicate those solutions to others. Rom has managed to quickly establish himself in the team as someone who makes things happen, brings people together and moves projects forwards at pace."