



# ROMARIC DELAHAIE - HEALTHCARE & AI PM

## EXPERIENCE: 4Y PROD. MANAGER + 5Y PROD. DESIGNER

I delivered complex B2B & B2C marketplace & apps for industry-leaders. Author of '0-10 Methodology'.



PORTFOLIO

ROMARIC.DELAHAIE@GMAIL.COM

+44 7 828 560 369

LONDON

NO VISA REQUIRED (PRE-SETTLED)

### Newcross Healthcare

PRODUCT MANAGER

PRODUCT OWNER

NOW

UK 8mth 2024

#### Product: Shift matchmaking app for Healthcare workers - 10K mth user - Live since 2013

- PM & PO of a squad of 6 devs & 2 designers. Short & long term AARRR roadmap + Internal WOW Processes opti.
- Successful Discovery, RICE prioritisation & Delivery of new Inbox & Profile over 2 quarters

### Glue Design & Strat. Consultancy

PRODUCT MANAGER

UK 1y 2023

#### 4 Products: £300K B2B web apps + E-commerce CRO for leading indus. players: Blinds2Go, Hastings, Eque2 - delivered

- Collaborate with 3 client PMs to build & review epic backlog, sprint status & roadmap planning
- Manage daily project sprint, plan hour-based effort, lead AGILE rituals & enhance delivery efficiency

#### Product: Internal Agile Performance software - in use

- Build an internal KPR/cost/task/time Agile platform to forecast workload and track client project efficiency
- 6mth project delivery performance increased by +15% and employee/client delivery satisfaction by +22%

### Dyson

PRODUCT MANAGER

PRODUCT OWNER

UK 1y 2022

#### Product: Health&Fitness app + IoT wearable - launch 2024

Set New Product Category Vision - 2mths

- Build 5xPersonas using China/USA consumer & competitor insights (10+ 'day in life' videos, 20+ exploratory interviews)
- Get stakeholder's approval on prioritized backlog of 50+ embedded & mobile app features (MoSCoW, Risk/opportunity)

Drive Product until POC - 10mths

- Lead & collaborate with 7 designers (UX,UI, Motion), Product Owner (3 dev teams) to deliver 6 embedded micro-apps (50 screens) and the companion iOS/Android app (50 screens to view, set up and edit health & workout data)
- Design of wireframes, oversee of UX patterns & embedded OS GUI kit design, writing of user stories & epic spec.
- 15+ bi-weekly quant. & qual. user validation cycles (45m validation interviews, usability testing, card-sorting)
- Negotiations with stakeholders (CEO, hard/Soft VPs, Commercial, Legal,) to keep the product focused on solving clear user needs despite daily project shifts at multiple company-level (120+ people project)

Measure of success

- Delivery of the POC mobile app & IoT EVT rig with its embedded running micro-apps
- MCS metric-validation with avg. end usability testing score of 9.2/10 + positive qualitative user feedback

### Dyson

PRODUCT DESIGNER

UK 1y 2021

#### Product 1: MyDyson smart-home & air quality app (15M downloads) - 6mth - launch 10.2022

#### Product 2: Headphone Air pollution & Sound-health app - 6mth - launch 02.2023

- Design next-gen Dyson smart-home & health app & build 5+ years feature roadmap (7+ concepts)
- Collaboration with commercial, finance, cloud/data & devs to find new in-app income & business model opportunities
- 40+ in-person interviews, online click/tree testing, 4mo. diary study (5 competitor products for 7 participants)

### SaaS Startup

PRODUCT MANAGER

FOUNDER

1ST PRICE DYSON AWARD

FR 1y 2020

#### Product: b-eve social safety app + IoT wearable - aborted

- 20+ interviews (policemen, firemen, victims of aggression), 5 SaaS tested concepts, 30% expec. Gross M. on hardware
- Build Business plan, feature roadmap, financial forecast, MCS, AARRR, present back to investors/incubator
- MVP/hypothesis 'Concierge-style', fake landing page, shadow button validation: 3.5/10 end usability score

### Freelance Consulting & Accenture Design

PRODUCT DESIGNER

FR/NL 2y 2019/2020

#### 4 Products: 3 websites, 1 web app, 1 leading coaching platform (8-13K daily traffic) - launch 2020/21

- Market fit audit, 20+ user testing, design to drive business growth via client retention & conv. rate increase - 10K€ in S4

### Master Engineering Degree

FR 5y 2019

- 5y Major in Engineering at UTC - University of Technology of Compiègne - Top5 French Engineering School
- 2y Minor in Product Design - Major of Promotion (2018-2019)

### Skills & Certifications

Prod. Manager Training IIBA Certif. - 20h

Soft. Dev Qualification - 31h

SQL

PowerBI

Maze

Userzoom

Figma

Pendo

PRINCE2 Training

AGILE 4y Exp.

Jira ACP-620 Certification + 3y Exp.

# NEWCROSS HEALTHCARE 2024 FEEDBACK.

## Engineering Lead of HFGo app

Manjari Avasarala

Romarc's focus on long-term strategic planning has been essential in providing clear direction for the team. By balancing immediate and long-term goals, Romarc can gather more data to help prioritize and align the team's efforts.

## Design Lead of HFGo app

Fahad Al-Hasan

Romarc is a massive asset to the company and team. Since joining, Romarc has been an advocate for teamwork, constant collaboration, exploration of ideas, and data gathering to inform design decisions.

Romarc is a great team collaborator and makes my job so much easier with his ability to manage effectively and efficiently. Collaborating with me as a designer and with the dev team has been a pleasure, with constant and consistent communication - Romarc expertise allows me as a designer to deliver solutions quickly with data-led insights.

Romarc constantly pushes for discovery - which means anything designed is backed up by some form of data and is great for a designer to have someone advocate for those processes.

## Engineering Manager of HFGo app

Swetha Pravin

Hi Romarc,

Your contributions have been invaluable, and your efforts have significantly supported my role as an Engineering Manager.

From the outset, you have been outstanding in setting up and facilitating all the necessary agile ceremonies. Your ability to ensure that my input is included has made our processes more collaborative and inclusive, which has greatly improved our team's cohesion and efficiency.

Your initiative in defining how tickets on Jira should be created has been incredibly useful. It has made the entire process more understandable for the team and streamlined our workflow. Additionally, your efforts to organize and shape the backlog have added tremendous value by providing clear perspectives on our priorities and tasks.

You consistently bring a positive influence to the team and have a knack for finding optimal ways of working (WOW) that extend beyond our immediate team to include stakeholders such as Legal, Marketing, and Support. This broader engagement has fostered better collaboration and understanding across the board.

A particular highlight was your role in setting up the design workshop for Inbox & Messaging. Your efforts in this area were exceptional and greatly contributed to the success of the initiative.

Moreover, your proactive communication with the broader team about releases and your ability to keep everyone updated has been very effective. You are a quick learner and collaborate very well with everyone involved.

You have accomplished a great deal more, and I'm sure I might have missed some of your contributions. Your work ethic, collaborative spirit, and proactive approach have made a significant positive impact on our team and our projects.

# GLUE CONSULTANCY 2023 FEEDBACK.



**Billy Clarke** · 1st

Delivery Director @ Glue | Commercial Validation for Digital Experiences

December 13, 2023, Billy managed Romaric directly

There are things about Rom that you won't find anywhere else.

As much as people believe themselves to be or say it about others, it's not every day you meet a truly considered thinker. 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.

When it comes to Rom, 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.

I've talked about Rom's adaptability, but where it comes from is from how brave he is. He's vulnerable, inquisitive, and hungry. He knows how to have fun and laughs at himself. Everyone enjoys being around him. But, just as a word of warning... never play a game of table tennis against Rom—don't even try. You. Won't. Win.

Work with Rom, you won't regret it.

# DYSON UK NPI 2021/22 FEEDBACK.

19/11/2021	 <b>Global Design Director</b> Jon Marsh	Which skills have I demonstrated that have been valuable to a project and/or to you?	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. I've really appreciated Romaric's proactive approach to <input type="text"/> and his ability to bring multiple disciplines together and make progress as a united team.
19/11/2021	 Jon Marsh	How can I better support you in your work?	Romaric has done a great job in a very challenging role this year, I've been really impressed with his positive attitude and collaboration across teams.
20/07/2021	 <b>Project Director</b> James Terry-Collins		Romaric has done a fantastic job since joining the <input type="text"/> project team. He's grabbed hold of a complex problem and within a short timeframe has generated plausible proposals to push the project towards BA. He actively engages with the rest of the project team, and manages his worklist using project tools to give visibility to the project PM. Fantastic stuff!