ROMARIC DELAHAIE – SENIOR PRODUCT MANAGER

PORTFOLIO   LINKEDIN   ROMARIC.DELAHAIE@GMAIL.COM   +44 (0) 78 2856 0369

Summary

Senior Product Manager with 7+ years of experience leading healthcare marketplaces and AI-enabled B2B/B2C platforms. Proven track record driving revenue-critical products, reversing marketplace decline, and delivering measurable operational impact in regulated environments.

Achievements

- Reversed a 3-year, 60% workforce decline across a national healthcare marketplace, delivering a stable +6% week-over-week increase in staff engagement and restoring positive growth momentum.
- Led 0 to 1 development of Dyson's connected health app, managing 30+ engineers within a 150-person program and delivering a new global product platform in 12 months with a 9.2/10 validated usability 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 - Present

Newcross Healthcare is a 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.

Senior Product Manager of HFGO and HFC | Hospital shift marketplace apps | £88M ARR

Optimization

- Owned full product lifecycle of revenue-critical B2B hospital platform and B2C workforce app, defining long-term strategy, quarterly OKRs and recovery roadmap during a 3-year sustained 2% week-over-week user loss.
- Rebuilt product strategy through intensive discovery, marketplace data analysis, and structured user research to stabilize liquidity, engagement and supply reliability.
- Led cross-functional squad of 7 engineers, 2 designers, and 1 data analyst across discovery, experimentation, delivery and performance tracking.
- Operated with 70% reduced development capacity, implementing AI-augmented workflows and low-code delivery methods to maintain output and increase efficiency.
- Partnered with Sales, Operations, Legal, and Marketing to align compliance, release strategy and go-to-market execution.
- Built AARRR-driven analytics dashboards in Power BI and Pendo to monitor engagement, supply stability and revenue performance.
- Increased squad delivery velocity by 15% through parallel discovery and development cycles.

OKRs

- Reversed a 3-year, 60% workforce decline and delivered a sustained +6% week-over-week increase in user engagement.
- Drove +25% quarter-over-quarter growth in marketplace search engagement.
- Digitized 40% of manual B2B booking edits, saving 90+ operational hours per month.
- Increased AI-driven shift matchmaking coverage by 15% in five months, contributing to a +6 NPS lift.
- Built competitive B2B Vendor Management System (VMS) from 0 to 1 to 10 in 3 months using low-code tech.

Glue Design and Strategy Consultancy
UK 02/2023 - 12/2023

Glue is a digital design and strategy consultancy with extensive experience working on web apps, websites and mobile apps for B2C and B2B leading industry players such as Tripadvisor, Uniqlo and Holland & Barrett.

- Acted as internal product champion for multiple high-profile B2B and 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

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

Product Manager of Dyson app and Wear OS smartwatch | B2C health & fitness tracker
New Product Discovery (0 to 1)
- Led 0 to 1 discovery and delivery of connected health app within a 130-person program, anchoring roadmap in market research and usability validation.
- Conducted 20+ interviews across China and the US to validate personas and product-market fit.
- Secured C-suite approval for a MoSCoW-prioritized backlog of 50+ embedded and mobile features.
- Led cross-functional teams of 7 designers, 30 developers and 3 analysts across hardware, software and UX.
- Implemented agile operating model and 15 bi-weekly validation cycles to ensure quality and on-time release.

OKRs
- Delivered 50+ mobile app screens and 6 smartwatch applications within timeline.
- Shipped and tested a working Wear OS smartwatch rig with 6 Dyson-built watch apps.
- Achieved 9.2/10 usability score in 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 novel wearable IoT bracelet to help women fight against street aggression. After 6 months in incubator, Covid and unsuccessful MVP testing led to project being abandoned.

Founder of b-eve mobile app | B2C anti-street aggression service | Dyson Award winner
New Product Discovery (0 to 1)
- Conducted 20+ user interviews and market analyses to define product strategy.
- Designed and tested 5 mobile MVPs and 2 wearable concepts.
- Defined business strategy and investor narrative, including feature roadmap and financial forecast.

OKRs
- Achieved 25% early purchase intent and strong initial traction (1K monthly visitors, 1.4M social media views in 48 hours).
- Validated MVP concepts through concierge testing.

Freelance Consulting | Product Designer
FR 01/2020 - 12/2020

My 1-year freelance activity generated up to £10K quarterly turnover.

Accenture Design | Product Designer
NL 01/2019 - 12/2019

Education
MSc in Engineering & MA in Design at the University of Technology of Compiègne (UTC), 2014 - 2019
- 5-year Innovation Design Engineering Master in a Top 5 French Engineering School.