

ROMARIC DELAHAIE – SENIOR PRODUCT MANAGER

ENTERPRISE PLATFORMS • MARKETPLACES • B2B & B2C DIGITAL PRODUCTS

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Summary

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

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 | B2B & B2C Marketplace, Workforce & Enterprise Platforms

- Own product strategy and lifecycle for Newcross's core B2B client and B2C workforce platforms, spanning marketplace growth, workforce engagement, automated matching, booking workflows and operational efficiency.
- Lead a cross-functional squad across Engineering, Design, Research and Data, translating customer, marketplace and operational problems into product priorities, experiments and delivery plans.
- Use behavioral, marketplace and operational data to identify growth constraints and uncover underlying business problems across workforce engagement, marketplace liquidity, matching and booking conversion.
- Partner with senior leadership, Operations, Sales, Engineering and other business functions to align product strategy, delivery risk and commercial priorities across complex multi-sided workflows.
- Led the stabilization of a three-application Vendor Management System built with AI-assisted development tools, mapping ~150 features, defining workflows and business rules, and reducing V1 scope by ~60 features to create a stable, clearly scoped V1 foundation.
- Adapted product operating practices to AI-accelerated software delivery, shifting toward feature-level definition, continuous prioritization and faster Product–Design–Engineering–QA decision cycles.

Key Achievements

- Diagnosed a multi-year workforce-engagement decline by linking a ~67% fall in weekly app users to a 60%+ contraction in the active workforce, secured executive support for a multi-month discovery and improvement program, and helped shape subsequent product interventions that contributed to several consecutive weeks of ~3–6% weekly active-user growth.
- Identified that Newcross's automated staff-matching flow was fulfilling only ~55% of bookings and led discovery and prioritization that contributed to increasing fulfillment to ~68% within four months.
- Moved approximately 40% of client booking amendments from manual operational handling to digital self-service, saving 90+ operational hours per month while improving the customer experience.
- Introduced a phased release strategy for complex booking-amendment workflows, balancing delivery commitments with engineering and customer risk and establishing stronger post-launch measurement.

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 researched, designed and built a functional AI-enabled product management platform that maps digital products and uses embedded AI to recommend opportunities by user segment, need and KPI.
- 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.