

# Guillaume Bretin Product Owner



## Experience

→ 11 years

**viadeo** 2014 - Today - Viadeo  
Product Owner - Web product manager

### Scope

Evolution of Viadeo on Premium subscriptions (launching of Club Premium) and B2B solutions (Rate your Company / 3,4 millions rating collected)

### Needs Analysis & business intelligence

Market and members expectations analysis in terms of functional evolution (surveys, focus groups, new features testing...)

Lead permanently technological and competitive intelligence to anticipate future trends in the use of social networks.

### Design and project management

Working directly with UX, designers, technical and quality management of the entire chain of design & development (functional specifications and testing, planning, project management in agile mode...).

### Product lifecycle Management

Monitoring evolution of product performance, quality of deliverables and objectives compliance.



2005 - 2014 - Sage activit  Ciel  
Product Manager (4 yrs) - Strategic project Manager (5 yrs)

**Study and development of new offers** in connections with Internet, new applications, social networks and subscription on mobility services (Marketing mix / Road Map / Business model - planning).

**Mobile applications** (Ciel Business Mobile - 16k downloads) / hybrid service for remote work - Apple, Windows) / Co-Marketing with Microsoft (creation of sales tools & speaking).

**Project Management on pricing policy and discount** (Price Discipline) / work in collaboration with international actors / Business Plan / Budget Modeling (saving of   1.5m)

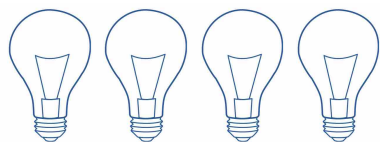
**Launch of new retail process POSA** (Point Of Sale Activation) Financial impact - product strategy / provider relationships.

**Creation and development of a social network for solos** - Recruitment of more than 50k members.

**New offers launching** ("Facile" Software range, Auto-entrepreneur Softwares (more than 250 000 downloads / N 1 on auto-entrepreneurs).

Project coordination, content for promotional tools & press release (emailing, catalogs, sales presentations, interactive presentations, website, article, demo, sales pitches ...), Interviews, training / animation and speeches (conferences, Resellers meeting, Sage Expo, prospects breakfasts, prescribers, web seminars ...), partnerships.

Let's create what your customers need !



For new ideas...  
contact-me !

+33 6 83 20 92 13

## Summary

“ Curious and passionate about IT and web, I see technology as a means to facilitate and improve the lives of people.

With 10 years of customer oriented experience in softwares, business services and social networks, I have much to offer and like to learn to adapt my vision with new uses.

Full of energy and enthusiasm, I put all my heart in the realization of my projects to ensure that supply meets demand. ”

## In a nutshell...

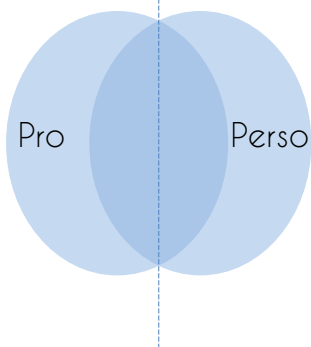
**Inquire**  
Business intelligence,  
benchmark

**Create**  
Brainstorme, study,  
plan, budget, test

**Build**  
Launch,  
orchestrate, check

**Monitore**  
Follow, explain  
adjust

**Communicate**  
Share, exchange, federate



**Read**  
IT News, Thriller

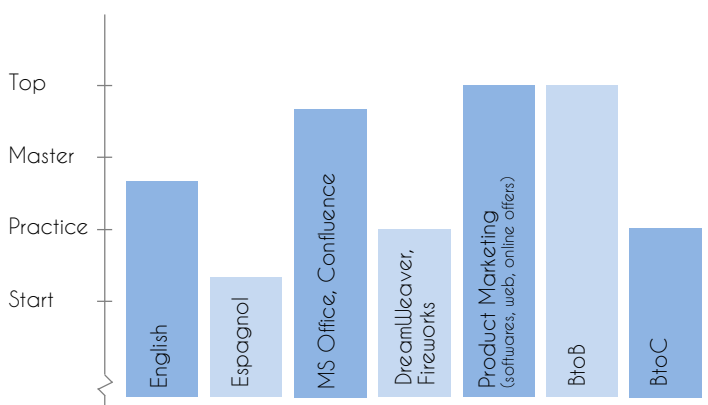
**Photograph**  
landscape  
photo books  
photo editing

**Play - Create**  
Piano - Author /  
composer

**Run**  
Running /  
10 km races

**Cook**  
World food

## Skills



## Education



2012 - HEC Executive  
Certificate of Product Marketing - Fundamental Marketing, Blue Ocean Strategy, business plan, creativity process. Study of an online management offering for TPE



2003 - 2004 - ISEAM / ESM-A  
Master's degree - Operational Marketing (alternating) Marketing Manager Assistant / Ciel - Accounting Softwares



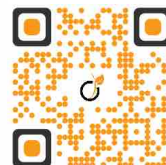
2001 - 2003 - IAE Valenciennes  
Master's Degree - Certificate in Business Administration Marketing Consultant / MSI Marketing Research - Chester



2000 - 2003 - ENSIAME  
Engineer's degree - Integrated Production Systems Webmaster / MSI Marketing Research - Chester

## Detailed journey

Consult my Viadeo or LinkedIn profiles as well as my website : [www.bretin.me](http://www.bretin.me)



## Key points

Married 2 child

Driving licence 36 ans

## Keep in touch !

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