

Jeremy Jouffroy

Product Director Scrum Agile

(Certified Scrum Product
Owner)

Contact

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Profile

Passionate about e-commerce and digital tools, I have managed projects and teams for more than 10 years. What keeps me going in the web industry is its challenging and fast evolving nature, which comes with great learning opportunities. I thrive when working on web projects because of the diversity it requires in terms of skill set : product management, data analytics, UX, CRM, SEO, Social media or web development.

Work Experience

Self-Employed / Product Owner & Ruby Developer

Jan. 2019 to this day, Paris,
France

Following my ruby training at lewagon I went through a year of self training / personal development and entrepreneurship. This included:

- **Udeal.fr** : partnership as CTO
- **Assmat** : a platform to help parents fill in salaries for licensed childminder .
- **Javascript** : webvos javascript30, lewagon react tutorial.
- **Warrantize** : development of a tool to manage reverse logistics.

Upyne / Consultant in digital project

Aug. 2015 to Oct. 2018, Paris,
France

Upyne is an IT service company that produce tailored made ecommerce, website and application solution for its client. As a project manager I was in charge of the following project :

- **Ascendeo** : B2B e-commerce platform, mobile app for the sales team, management of an EDI and VMI projects.
- **Byzancia.com** : B2B e-commerce site designed toward export business for mobile and electronic : From 0 to 1 million Euro turnover in a year
- **Soprice** : a platform to plug a client into different B2C marketplace : feeds setup and process design
- **Lick.fr** : ecommerce B2C website specialized in connected devices

cora Romania / digital director

Feb. 2014 to Aug. 2015,
Bucharest, Romania

cora is a retailer group that owns 11 hypermarkets and recruited me to launch the first ecommerce drive to store site of Romania

- Management of a digital team of 5 people
- Digital Strategy Definition

NewX.com / Head of website

Oct. 2012 to Feb. 2014, Shanghai,
China

Newx was an ecommerce website specialized in furniture targeted toward the B2C chinese market.

- Digital Strategy Definition
- Management of technical and marketing Project on a daily Basis.

Myfab was an e-commerce site with direct from factory approach

Myfab.com / Head of product website

Feb. 2011 to Oct. 2012, Shanghai, China

- Functional Definition and specification for a complete site refactoring in coordination with Design / sales team to achieving the new company strategy
- Maintain a backlog for multilingual and multi location technical teams

Kelkoo - Yahoo Shopping / Product Owner

Apr. 2005 to Feb. 2011, Paris, France

Kelkoo (formerly Yahoo Shopping) is the european leader of independent price comparison engine. During my 6 years I went from an intern position in charge of some content, to a european content organisation role then a product management role on the travel property.

- Analytics Studies and Dashboards
- User Stories and Epic goal definition
- Bug reporting and QA.

Education

LeWagon.fr / FullStack developer Bootcamp

Oct. 2018 to Dec. 2018, Paris, France

IMD / Master e-business project management

Sep. 2004 to Jun. 2006, Roubaix, France

IMD / Licence (equivalent to BA) Retail Management

Sep. 2003 to Jun. 2004, Roubaix, France

I.T.Tralee / National Business diploma of marketing

Sep. 2002 to Jun. 2003, Tralee, Ireland

I.U.T. La Rochelle / D.U.T Technical Marketing

Sep. 2000 to Jun. 2002, Roubaix, France

Tools and Skills

Language

- **French:** native
- **English:** fluent
- **German:** basic
- **Romanian:** basic
- **Chinese:** survival

Software

- Office, Ms Navision Dynamics, Wordpress, Magento, Websphere Commerce.
- Trello, Redmine, Jira, Bugzilla, Balsamiq Mockup, Figma, whismical.
- [Google analytics](#), Google Tag Manager, Google Adwords, Facebook Ads, Unica campaign, Mailjet, Mailchimp, Zendesk.

Web development

Ruby on Rails, HTML/CSS, Javascript, PostgreSQL, Github