

AUDREY LAVOUMA

Senior Product Manager

Experienced Senior Product Manager with ability to think out-of-the-box, skilled in driving value and leading cross-functional teams to deliver successful projects and innovative products. Proficient in leading development of end-to-end product strategies and product delivery that align with client and end-user needs. Equipped with a unique blend of technology expertise, extensive Agile/Scrum methodologies experience, and strong analytical abilities to evolve product strategies and consistently surpass client expectations.

WORK EXPERIENCE

Senior Product Manager Rightpoint London

Oct 2021-June 2023

Responsible for leading teams to design and build mobile experiences that are user-centered, innovative, and drive business impact for our clients. Led multiple projects concurrently, in addition to defining digital solutions and strategies for new business development opportunities and client retention.

Key achievements

- Coordinated a 1 million dollar project with a team of 2 product managers, one data lead, and one strategy director over a period of 12 months to develop a comprehensive product strategy framework for assessing the Product vision, strategy and Mobile apps for worldwide firms..
- Helm design thinking and product workshops to help clients and senior stakeholders to define the vision, product strategy, product led initiatives, roadmaps, developing a deep understanding of business needs and the market landscape.
- Produced onboarding material that facilitate product managers onboarding on clients' projects reducing overhead time by 40%.
- Spearheaded optimisation efforts for a diverse portfolio of 113+ mobile apps across 10+ industries within a 12-month timeframe while leading multiple projects concurrently, in addition to defining solutions and strategies for new business development opportunities and client retention.
- Strategised with clients on their mobile apps that enable them to improve their mobile apps in 7 different area (strategy, operation, discover, engage, onboard, embed, measure).
- Directed teams to design and build mobile experiences that are user-centered, innovative, and drive business impact for our clients across diverse industries such as Healthtech, Automotive, Retail, Ecommerce, Finetech, travel and more.
- Implemented new product strategy and rebuilt entire new website for an automotive client in Saudi Arabia including homepage with increased traffic by 18% targeting the right audience.
- Establish OKRs, metrics for the products and assess the overall performance of all products against these metrics by creating analytics dashboards that enable teams to measure ongoing health of the products/features.

Product Manager Website & Mobile App at So Energy

Feb 2020-April 2021

Responsible for defining and executing a comprehensive product roadmap for So Energy's website and Launch from scratch So Energy first mobile app in close collaboration with relevant teams and business stakeholders, ensuring proper prioritisation, reduction of operational cost, development of new features and enable growth.

KEY ACHIEVEMENTS

- Orchestrated prepayment features on So Energy's website, leading to a significant reduction in customer debt.
- Directed the delivery of a gamified microsite within 4 months, collaborating closely with third party vendor to test the impact on engagement for smart meter users.
- Conducted detailed reviews of the Mobile App strategy, resulting in the successful launch of the first So Energy App MVP within 5 months and beta testing with a user group.
- Delivered the Warm Home Discount program for vulnerable customers, generating 2000 applications within the first 10 days and over 7500 applications within the first 3 months.

CONTACT

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LANGUAGE

- English (Fluent)
- French (native)

PRODUCT MANAGEMENT SKILLS

- Product Vision/Strategy
- Product Roadmaps
- Analytics implementation
- Go To Market Strategy
- Stakeholder Management
- User Experience (UX)
- User Interface (UI)
- Journey Mapping/Personas
- Agile/Scrum/Kaban
- A/B testing/UAT
- Website
- Mobile App
- iOS/ Android
- API
- Design System
- Microservices
- Content management system
- Workshops/ Design sprints

BUSINESS SKILLS

- Research and trend analysis
- Project Management
- Market Research
- Data Analysis
- Competitor Analysis
- Fraud Management

IT SKILLS

- Microsoft Office
- App Annie
- CSS/HTML
- Advanced Excel
- Google Analytics
- Mixpanel
- JIRA/Confluence
- Salesforce
- User testing
- Firebase
- Testflight

EDUCATION

Cranfield School of Management,

MSc in Management
Sept 2016 – Oct 2017

Chartered Management Institute

Diploma in Strategic Management
and Leadership,
Sept 2016 – Oct 2017

London South Bank University,

Bachelor Business Management,
Sep 2011 – June 2013

INTERESTS

- Ballet/Musical,
- Ballroom dancing learner,
- Health/Fitness/Running,
- Cooking,
- Travelling,
- Tech Industry

REFERENCE

Reference available upon request

- Expedited So Energy's rapid customer acquisition through the leadership of the rebranding effort on the Mobile App and website over 8 months, coordinating cross-functional teams, including operations, finance, growth, change, marketing, UX, and engineering.
- Integrated Webchat software on So Energy's Mobile App and website, successfully reducing the cost to serve and increasing inquiries by 15% through an enhanced customer experience for 200K+ households.

Product Manager Webshop & Mobile App at Playbrush

Dec 2018- Sept 2019

Responsible for driving a growth strategy and optimisation for Playbrush products portfolio (5 mobile apps, website and connected device) as well as developing from scratch 1 brand new app. Led a team of 1 junior product manager and a QA.

KEY ACHIEVEMENTS

- Contributed to a substantial expansion of product roll-out by securing 3000 subscriptions in the first 6 months of features roll out.
- Supported revenue & profit growth by developing a new brushing report (newsletters) leading to an increase in traffic and sales by 73%.
- Designed and implemented customisable regression testing to improve overall product quality, successfully reducing bugs and site crashes across 5 mobile apps.
- Decreased product delivery delay 12% in the first 2 months of joining the company Implementing and migrating the product and engineering team to Jira to enhance team productivity and manage 6 concurrent products.
- Oversaw the end-to-end delivery of 9 new features, including in-app purchases for iOS, offline data functionality, brushing timer across all apps, integration of Stripe and BS insurance APIs with Playbrush Webshop
- Launched Playbrush new adult mobile app within a period of 10 weeks with a small team of engineers and a designer.

Ecommerce Product Executive at Daily Mail

Apr 2018- Dec 2018

Responsible for supporting the Mail-shop marketplace driving efficiency through the launch of multiple features and optimisation strategies as part of the in-house product team.

KEY ACHIEVEMENTS

- Planned the development of 5 new features on Mail-Shop, resulting in a significant decrease in the use of customer service.
- Revamped the Mail-Shop e-commerce platform fraud process, leading to a 28% reduction in fraudulent transactions.
- Compiled user stories, persona, and acceptance criteria to successfully communicate new product requirements with developer teams distributed across India and Bulgaria.
- Manage and supported a portfolio of 11 suppliers in resolving integration issues using various methods such as FTP/FTPS, API, CSV/manual, and payment processor, ensuring smooth and efficient processes.

EARLY CAREER

- Market Analyst, Product Management Intern at FSRH Jun 2017 - Sept 2017
- Consulting project "Technology breakthrough", Cranfield School of Management/ CITI BANK London, UK, March 2017 - May 2017.
- Assistant Brand Manager, Part-Time Freelancer, GWJ International, homebased Central London, UK, Sept 2015 - March 2016.
- Department Manager and Professional Coach, Club Omnisport Valbonne, Valbonne, France, Sept2003 - June 2011.
- Entrepreneur, Avayle, Valbonne, France, February 2005 - March 2009
- Childcare Provider, Private Client, London, UK, Feb 2011 - Aug2016