

Michaël Bricout

Senior Product Manager

CONTACT

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+1 647 500 5017
Canada/Europe
(I'm flexible on location)
[LinkedIn](#)

EDUCATION

Master Degree
Marketing and Technology
University of Montpellier, France
Graduated in 2014

Bachelor Degree
E Commerce
University of Dijon, France
Graduated in 2011 with honors

SKILLS

Data & Analytics
Google Analytics, BigQuery, Metabase, DataStudio, Tableau, SQL

Product Management
Agile Development and Scrum framework, Jira & Confluence

Product Design
Figma, Mural, Zeplin, UserTesting

Crypto & Web3
ThirdWeb SDK, Metamask, Smart contract deployment, Trading, creating & minting NFTs

Bilingual (French / English)

PROFESSIONNAL EXPERIENCES

SENIOR PRODUCT MANAGER

Ampli, RBC Ventures

June 2019 – current / Toronto, ON

Ampli is a Cash back app owned by RBC Ventures. My mandate is to grow the consumer side (mobile product) and build new features to support acquisition, engagement, and increase our member and merchant bases.

- Growing the product from scratch from 0 to +500K members
- Building features increasing DAU/MAU through the years (+100% YoY)
- Making Ampli the best-rated Cash back app on the App Store in Canada
- Leading project to launch Ampli in French, dealing with many stakeholders such as Marketing, Partnership, Operations, Legal and the Executive team

PRODUCT MANAGER

Yellow Pages Canada

Sept 2017 – June 2019 / Toronto, ON

I've been SEO Campaign Manager for 9 months at Yellow Pages and I have been promoted Product Manager in July 2018. I was managing the Websites and SEO products at Yellow Pages.

- Working with third-parties on technical requirements to improve the products
- Developing strategy to adapt the product construct to the market as the standards are evolving very fast for both Website and SEO
- Signing a partnership to release a new product at Yellow Pages with Google Waze Ads

CEO & CO-FOUNDER

Gloupii

Sept 2014 – July 2017 / Dijon, France

I co-founded a Startup, Gloupii, a mobile App for restaurant lovers to get the best deal for their lunch and/or dinner.

- Developing our restaurants base from 0 to 1,600 restaurants on the app
- Managing the product and working closely on the technical development (website and iOS and Android mobile App) with an external IT agency
- Managing Finance

DIGITAL MARKETING MANAGER

CARTIS

Dec 2012 – Sept 2015 / Lyon, France

Working as a Digital Marketing manager for a Small Business company specialized in water treatment.

- Supervising all of the websites for the company and developing an in-house solution for the customer service team
- Recruiting and managing a Marketing team to support all of the company initiatives