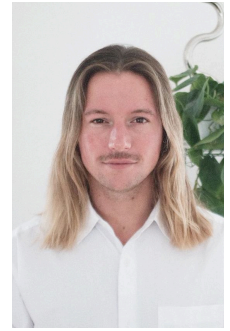


Thomas LAMART



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[Linkedin](#)

[Portfolio](#)

I operate in complex, international environments. Able to bridge strategic objectives and technical implementation, I work daily while considering both technical and business priorities across different departments.

TECH

SAP, Hybris, Akeneo, Boomi, SaaS

DATA & ANALYTICS

ContentSquare, SQL, New Relic, Excel, Power BI

DESIGN & UX

Figma, Escalidraw, Baymard, AB Tasty

METHODOLOGIES & TOOLS

Jira, Confluence, Mural, Notion, Asana, Méthodologie agile

LANGUAGES

French : Mother tongue
English : C1
Spanish : C1

CERTIFICATIONS

PSPO - scrum.org

MAESTRO

| Paris
Bootcamp Product Manager

RENNES SCHOOL OF BUSINESS EQUIS & AACSB

| Rennes - 2018
Master's degree in Management
spe. Digital Marketing

Technical Product Manager | Product Owner

APIs | OMS | SAP | SaaS | Data Integration | Design Thinking | Agile | SQL

Heineken | Product Manager

B2B e-commerce platform (France Boissons).

Paris 2023 - 2025

Product vision and roadmap

Prepared migration to Dynamics 365.

Built product strategy and roadmap.

Prioritized epics to maximize user value.

→ *Grew digital revenue share from 62% to 80% via e-commerce.*

Data & API Optimization

Oversaw data integration (products, customers, pricing, inventory, orders, etc.) using SAP, Akeneo, Boomi, Hybris, and SQL, with import scripts as support.

→ *Reduced manual processes through automation of data flows.*

Design Thinking

Redesigned the onboarding journey: gathered user requirements, designed solutions, conducted testing, and implemented continuous improvements.

→ *+23% increase in first orders via e-commerce, thanks to an improved onboarding journey.*

Product Delivery & Dev Team Performance

Managed a team of 12 international developers.

Defined scope, allocated tasks, and drove execution.

→ Configured and optimized Jira board and tracked team velocity.

→ *Achieved a 36% reduction in critical production bugs (P1) since January 2025.*

KPI Definition

Tracked key metrics via New Relic, ContentSquare, and Power BI.

→ *Delivered dashboards used by both the hosting team and global HQ.*

Collaboration with Stakeholder

Regular interactions with sales, logistics, pricing, and other teams.

→ *Achieved a 17% reduction in order rework.*

Artur'In | Product & Content Manager

Digital Marketing SaaS

Paris 2018-2022

Product strategy and roadmap

Defined product strategy and roadmap evolution with the Product Manager for content squad.

Recommended and prioritized product improvements, monitored KPIs.

Agile Backlog & Ceremonies

Centralized business requests, managed backlog, and led agile ceremonies to ensure effective delivery.

Data & AI

Collaborated with Data Scientists on the training and improvement of machine learning models to optimize content ranking and relevance.

Worked with a Data Analyst to build dashboards and automated alert systems guiding the Content team's production priorities.

Team Management, Content Creation & Strategy

Provided technical support to CSMs, managed three Content Managers and a team of external writers.

Collaborated with an international development team.

Defined editorial strategy for finance, insurance, sports, and health sectors, and optimized content selection to maximize organic engagement.