

Magali Pelissier

She/Her | London, UK | EU settled status
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I am passionate about solving customer's problems through an iterative design-led approach backed by data. I've developed vision and strategy for a portfolio of technology products to influence C-suite members and delight customers. I've led cross-functional teams through change with strong execution and accountability, while building inclusive work environments based on trust. I am seeking to reinforce my position as a thought leader and shape the solutions that will transform people's lives.

Technologies: SaaS, Data-as-a-Service, Desktop applications, No-code development, Front-end, Back-end

Industries: Information Technology, Financial Services, Air Transport, Consulting, Non-profit | B2B & B2C

Phases: Start-up, Scale-up, Enterprise, Transformation | Product soft & full launch, Iteration, Deprecation

Functions: Strategy, Finance, Marketing, R&D, Human Resources, Analytics, Commercial, Management

Work Experience

Aug 2021 **RFI Global** | Market research data provider in the financial sector | London, UK
Present **Lead Product Manager – Data-as-a-Service (APIs, dashboards, connectors, exports)**
Acting as Director of DaaS Development (Product & Technology), with a team of four

- Build a tech start-up within an established company across 5 time zones, pivot the organisation from projects to products. Set goals, define the recruitment and training needs, and advise the CDO and COO on organisational structure and change management
- Create the strategy and planning from scratch for the entire product lifecycle, presented to the CEO, CFO and Board members. Saved at least \$150k on direct and opportunity costs by focusing on the right problems and adjusting the strategy, while getting leadership buy-in
- Support company growth to \$1m incremental sales in the first year of soft launch, planning the shift from sales-driven to product-led growth via our website and data marketplaces
- Lead the product implementation in partnership with customer success, meeting customers on their journey from initial research to onboarding and support
- Pioneered product roadmaps and new methods for brainstorming, design thinking, team topology, customer research and use of data. Established prioritisation and industry best practice standards
- Execute the roadmap iteratively while developing a diverse high-performing cross-functional team
- Assess sales and technology partnership opportunities, monitor the market and competition

Jul 2019 **Anaplan** | SaaS Enterprise Performance Management provider | London, UK
Aug 2021 **Product Manager – Microsoft & Google extensions**, promoted in Apr 2021 to
Senior Product Manager – Extensions & modelling

- Responsible for a portfolio worth £10m new revenue per year, including the development of 4 products, 1 API and 2 services by 3 scrum teams, for a total of 20 engineers, 1 UX designer, 2 technical writers, collaborating with marketing, support, customer success, sales and partners
- Released 7 new versions and 2 new products for 500 customers (3,600 users) following a revamp of the roadmap with a design sprint and PR/FAQ approach to reflect technology and user need changes
- Launched the first product one-stop-shop site attracting 3,000 unique site visitors (+300%)
- Introduced the first phased product rollout plan resulting in -60% support tickets per user, -15% support ticket resolution time, bugs fixed in weeks instead of months
- Regular host of user conference and initiator of the customer growth programme, praised internally (including by SVP Product) and externally for innovation, marketing and customer focus

Previous **Technical PM | Travelex** (Foreign exchange specialist) | 2018 – 2019 | London, UK
Consultant | Vuelta (Professional services) | 2018 | London, UK
Commercial Analyst | British Airways (Major airline) | 2015 – 2017 | London, UK
Network Strategy Analyst | Transavia (Budget airline) | 2015 | Paris, France

- Led the design, architecture, testing, documentation, support and training for 30+ functionalities
- Launched a data quality initiative, upskilled offshore team, introduced SLAs resulting in -25% support tickets, +40% productivity, -80% resolution time, volume of change requests X3, approval time /2
- Communicated releases and managed the community of 5,000 users to increase engagement
- Organised a testathon, designed and delivered training to 110+ account managers and 60+ analysts
- Modelled commercial strategies for the £10bn revenue plans, tracked forecasts within 2% accuracy
- Redesigned the planning process in collaboration with 15+ stakeholders in 4 teams

Education

2014/15 **Master's Degree in Economics of Markets & Organisations** | Toulouse School of Economics
2012/15 **Master's Degree in Aeronautical Engineering** | French Civil Aviation University
2010/12 **Higher School Preparatory Classes (Maths, Physics, Chemistry)** | Lycée du Parc

Recognitions

I've been recognised **Community Boss** by Anaplan for my engagement with customers through digital channels. Travelex and British Airways respectively gave me the **Go Beyond** and **Super Analyst** recognitions for my proven record of getting work done with focus and efficiency.

Author & Speaker

I **produce and host the podcast [Product Perspectives](#)**. I've **written blogs** about data and inclusion. I **mentor PMs** and **run training courses** for businesses. I've **spoken at customer events**, in-person and online.

Skills

* Certification are indicated by an asterisk

- I'm proficient in **major BI tools** (Power BI, Tableau, ThoughtSpot, Google Analytics*) and **product analytics** solutions (Heap*, Medallia, Tasktop*) as well as in **database and modelling tools** (ESSBASE/Smartview, Airtable, Smartsheet, Anaplan*, Excel).
- I communicate with technical teams thanks to basic **programming skills** (SQL, R, VBA, Python), understanding of **data pipelines** (Snowflake, ETL, observability), ability to articulate problems and solutions thanks to **documentation, diagram and design tools** (Confluence, Notion, Lucidchart, Figma) as well as organised **roadmaps and backlogs** in JIRA, Trello, ProductPlan and ClickUp, supercharged by **automations** (built-in or powered by Zapier, into Slack, Salesforce and Teams).
- I love engaging with my audience through **participation tools** (Slido, Miro) and **creative content** (Loom, Vyond), in multiple **languages** (native French, bilingual English and intermediate Spanish).
- I'm a **certified Product Manager*** and have personally enrolled into **courses about product-led growth*, data, AI and Data Science*** from market leading companies (Microsoft, IBM).

Personal Interests

Talk to me about Bollywood dance, volunteering for non-profits, improvisational theatre or water activities: I do scuba diving, I am a former synchronised swimming elite athlete (Champion of France from 2008 to 2010) and I swam the Channel in 2021 for a charity as part of a relay.