

Arnaud Lavalade – Product Manager

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PROFESSIONAL EXPERIENCES

- Apr. 2023**
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Apr. 2021
- Director / Product Manager** – L'Atelier des Auteurs / Editis group
L'Atelier des Auteurs (the Author's Workshop) is the first writing school backed by a publishing group.
As its director, my role was to integrate, transform and develop my freshly acquired tech company inside Editis ecosystem. Beyond my product management and business role, I had to design and launch writing workshops and MOOC projects with well-know authors and publishers.
- Apr. 2021**
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Feb. 2016
- CEO & cofounder** – Scribay
Scribay (www.scribay.com) is the first French creative writing platform and an online writing school with +60,000 members which wrote +100,000 stories.
My role was to assume all the non-technical aspects of the plateform: product management, community management, sales & business, marketing & communication, legal issues.
Launched initially as a side project, the company was acquired by Editis (publishing branch of Vivendi) in 2021.
- July 2020**
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Sept. 2019
- Product Manager** – Cook Angels
Cook Angels was a meal-kit startup where my role was to :
- Manage and prioritize the development of the Cook Angels plateform: an e-commerce front-end website & a back-office / back-end for customers support, marketing, cooking and logistic teams.
 - Organize a digital factory of 4 developers, 1 UX and 1 UI.
- Aug. 2019**
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June 2018
- Product Owner** – DS Automobiles
DS Automobiles is the premium brand of Groupe PSA. Since 2014, the brand is independent from Citroën and is in full development, with an ambitious brand strategy.
As a product owner and Alten consultant, my role was to manage and prioritize the development of the DS Automobiles platform, used by 19 countries.
- Jan. 2016**
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Sept. 2010
- Economic analyst** – National Federation of Public Works
- My missions were those specific to lobbying activity:
 - the defence of the organization members' interests by the production of economic analysis,
 - the production and communication of useful information to companies in the sector.
 - Secretary General of an union of public works companies qualified in pumping and hydraulic works (SNECOREP).

EDUCATION & TRAINING

- 2020** **UX/UI Design Specialization** – CalArts / MOOC achieved in Coursera.
- 2020** **Social Psychology** – Wesleyan University / MOOC achieved in Coursera.
- 2018 / 2019** **Professional Scrum Product Owner (PSPO I) & Professional Scrum Master (PSM I)** / Scrum.org
- 2009** **Research Master in Applied Economics – Local Economic Development**
Economics science faculty of Poitiers. ERASMUS In Warsaw (Poland) during my undergraduate year.

OTHER SKILLS & HOBBIES

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| Languages | French (Native). English (Professional). | IT skills | Basic skills in HTML, CSS & Python. VBA (Excel). |
| Hobbies | Hiking, running in forest and studying philosophy. | Last project | https://sagesse-stoicienne.com – a random stoic quote progressive web app. |