

# Romain Biard / Product Manager

## Contact

romain.biard@gmail.com  
http://romainbiard.eu - @biskuit  
+33.6.63.28.39.90  
46 rue de la sablière, 75014 Paris

## Experiences

### EZ Embassy

#### Co-founder & Business Development Director

January 2010 to present

### Six Apart

#### Business Manager in charge of France

June 2009 to dec.2009

### Bouygues Telecom

#### Jr Product Manager on handsets (intern)

January 2008 to July 2008

### Bouygues Telecom

#### Jr Project Manager (intern)

June 2007 to dec. 2007

## Besides projects

### Member of the Social Nextwork -

Network of digital entrepreneurs doing evangelism toward members of the parliament.

### My Best Rennes

http://mybestrennes.com - Website based on the Open Data freed by the french city of Rennes, and the Google Maps API (among others).

### Prune Nourry

http://prune-art.com - Website of the artist Prune Nourry. Webdesign and features requests were provided by her.

### Spermbar project

http://prune-art.com/spermbar - Website of one of Prune's project. Design and feature requests were provided by the artist.

References available upon request.

## Profile

Product Manager with a strong technical background, I would like to involve myself in the development of innovative products. I have a real knowledge of and interest in web technologies, social media and telco.

We help american start-ups to grow their business in Europe at few cost.

### *Business Development:*

- exploration of market opportunities, negotiation with start-ups
- creation of a partners network (indirect sales) for TypePad
- direct sales for TypePad and project management

### *Marketing:*

- creation and management of an e-magazine (from 0 to 4.000 visitors/month in 6 months)
- speaker for a french public institution
- seminars and events setup and animation
- PR and representation (LeWeb, eG8, Elysée...)
- emailing campaigns creation

Management of key accounts using Movable Type (media, telecommunication, fashion industry...)

Launch of a new community platform called TypePad Motion:

- Exploration of market opportunities with a focus on the entertainment industry (music, cinema...)
- Closing deals like the launch of the movie Sex & the city 2

As part of this leading telco company in France, I had in charge:

- handsets range creation & communication on handsets
- qualitative studies
- payback offers creation
- co-branded products creation & strategic analysis on the relevance of new brands
- sales reporting

In charge of the organization of an internal event, promoting the innovations developed in the different business units:

- budget: 60k€, 52 projects, 2.500 people attended the event.

## Education

### Grenoble Ecole de Management

2006 to 2009

Master of Sciences in Management

Product management and marketing, B2B marketing.

General skills: strategy, decision making, international business.

Thesis on how to estimate the value creation in high-tech companies.

### Copenhagen Business School

Fall semester 2008

Innovation management, entrepreneurship, customer knowledge

### Université de Bretagne Occidentale

2001 to 2006

Bachelor in Computer Sciences

Software development (C, C#, SQL, ...), OS management.

## Skills

English: fluent / French: mother tongue

Web development: HTML/CSS, Javascript, Ajax, PHP/MySQL, using APIs

## Interests

Running (competition), rugby, windsurf, sailing

Owner of a sailing licence

Passionate about photography and comics