

Stephanie PROU

06510, Nice France • (+33) 06 20 49 06 76 • stephy.prou@gmail.com

EXPERIENCE

Vice President of Product Management, 04/2022 - 12/2024

Experian - Monaco

- Developed business plans for 2 new strategic cloud products, including market and cost analysis.
- Enabled growth by reducing the time to acquire and onboard clients by 85% in 1 year. Introduced an innovative approach to unlock live product demonstrations for sales.
- Led the expansion of SaaS solutions for middle and small markets across 5 regions with an effective pricing and marketing strategy.
- Speaker at the Operational Committee and Strategic Board.

Senior Product Director & Director, 01/2014 - 03/2022

Experian - Monaco

- Conducted market research, specification and marketing strategy for new SaaS solutions targeted at customer acquisition in banking, telco, and retail markets. Portfolio: \$5M. Qualified pipeline growth increased by 500%.
- Led the migration strategy and execution of over 150 legacy clients to SaaS, including tier 1 banks, generating \$28M in revenue.
- Speaker at the Experian U.S. Vision Conference, for above 50 clients.

Senior Product Manager & Product Manager, 07/2007 - 01/2014

Experian - Monaco

- Developed and led product roadmaps for customer acquisition software, driving strategy and prioritization across 5 regions and a \$50M product portfolio.
- Assessed projects against budgets and timelines, with analytics and reporting.
- Directed up to 5 product owners and engineers.
- Orchestrated 20+ product demonstrations and client testimonials.

System Consultancy & Support Manager, 11/2006 - 07/2007

Experian - Monaco

- Managed operations of the third-line customer service, including staffing schedules and resource allocation.
- Monitored customer service performance metrics and identified areas for improvement.
- Visited 15+ clients on-site worldwide to deliver software, and gather feedback.

Support and Test Team Lead, 07/2000 - 10/2006

Scorex - Monaco

- Resolved customer support tickets in an effective manner while maintaining a high level of service.
- Fostered a culture of continuous improvement, encouraging innovation and efficiency for products.

SUMMARY

Experimented software product specialist, enabled to drive all lifecycle from strategic planning, to implementation and commercialization. Inspiring and authentic people leader, influencing strategic decisions and innovation.

After 20+ years in credit industry, eager to grow product and product marketing skills in other domains.

SKILLS

- Fluent in French and English
- Strategic thinking
- Product lifecycle management
- Marketing strategy
- Sales enablement
- Change management
- Agile methodology
- JIRA, Aha!, Salesforce, Office
- 20 years of virtual and on-site team management
- Mentoring

EDUCATION

Master's Degree (MIAGE) : Computer Science, 06/2000

University of Nice (France)

Bachelor's Degree (Licence MASS) : Mathematics, 06/1998

University of Nice (France)

CERTIFICATIONS

- High Performance Ambition (Elkiem)
- Pragmatic Marketing Product Manager
- SCRUM Product Owner
- Mental Health First Aider