Thaddée REYNAUD

Chief Product Officer / VP Product / Head of Product

Artificial Intelligence - SaaS - API - B2B - Fintech - Tradetech - Martech - Adtech

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Product leader with 15+ years of experience in product management, including 7+ years as CPO and 5+ years in AI. Specialized in driving innovation, strategy and growth in B2B industries across startups, scale-ups and SMEs. Passionate about delivering high quality, user-centric solutions that maximize ROI and long-term impact. Proven track record of building high-performing and results-driven organizations by aligning Business, Product, and Technology on the same goals.

SKILLS

- Product Strategy
- Product Management
- Product Marketing
- AI-driven Products

- Team Management
- Mentoring / Coaching
- Public Speaking
- Customer Relations

- Discovery and Delivery
- Roadmapping
- CX / UX / UI design
- Specifications

- OKRs Management
- Data Analysis
- Agile Methodologies
- HTML, CSS, JS, PHP, SQL

EXPERIENCE

Since Jun. 2020

Chief Product Officer / Head of Product at eexpand (Export Enterprises)
AI-driven B2B fintech/tradetech solutions for international trade
50+ leading banking clients | **60+** countries global footprint | **700K+** business users

Key responsibilities: define the product vision and strategy for a portfolio of 30+ products (white-label platforms, APIs, widgets, mobile). Including: trade intelligence resources, AI assistants and agents, connectivity and marketplace services, machine learning algos, CRMs. Manage the Product team (10 Product Managers). Lead regular exchanges with the company's key customers and partners. Contribute to strategic marketing initiatives such as brand positioning or market/customer analysis. Executive Committee member.

Main achievements: transformed the company into a results-driven organization. Aligned Business, Product, and Tech with OKRs. Scaled the product squads from 5 to 10 Product Managers (30+ people overall). Quadrupled active user engagement rate (6% to 25%). Reduced bug inflow by 90% (100+ to <10 per quarter). Led the adoption of GenAI from 2022. Achieved positive EBITDA in 2024 (fully bootstrapped).

Oct. 2017 - Jun. 2020

Chief Product Officer / Head of Product at Creads
Leading European B2B SaaS platform for marketing content creation
10K+ enterprise clients | **5K+** creative talents | **500K+** creations made

Key responsibilities: define the product & marketing vision and strategy for both creative and enterprise solutions. Manage the Product team (5 PM & PMM). Enhance UX/UI, business model, and performances of the product. Executive Committee member.

Main achievements: built the Product department and the enterprises platform from scratch. Achieved a 4.7/5 customer satisfaction in 2020. Aligned Business, Product, and Tech with OKRs (40+ people overall). Played a key role in achieving a €5.5M funding round in 2020.

Sept. 2016 - Sept. 2017

Product Manager / Product Owner at Botify
End-to-end B2B SaaS SEO management platform powered by deep data
400+ leading global enterprise clients | **30+** countries global footprint

Key responsibilities: coordinate cross-functional teams (30+ people) across Paris, New York and London. Enhance UX/UI, business model, payment system, performances, CRM tools, and corporate website.

Main achievements: led and scaled the Customer Success squad (8 cross-functional members), responsible for the SEO frontend platform. Contributed to the company's scaling phase, backed by €24.1M in Series A & B funding from top European VC firms (Idinvest, Ventech).

Mar. 2011 - Aug. 2016

Product Manager / Product Owner at IsCool Entertainment
Social games and mobile games

PM / PO on *Is Cool*, social game on Facebook and flagship project of the company.
2M+ MAU | 600K+ DAU | 10M+ registered users | Top 20 grossing Facebook

Key responsibilities: Enhance the game design, UX/UI, business model, and performances of the game *Is Cool*. In parallel, Scrum Master in 2012-2014 for two mobile game squads (10 people overall), and Producer in 2011 on a multiplayer game on Facebook (8 teammates).

Main achievements: maintained IsCool's success for 5 years. Introduced and spread agile methodologies across the company. Structured the Design, QA, Support and Community Management teams (20+ people).

2011 **Project Manager at Adfinitas** - Web, marketing and audiovisual productions

2010 **Project Manager at Chugulu Games** - Web, advergames, social and mobile games

2010 **Game Designer at XD Productions** - Mission for an educative serious game

2009 **Project Manager at White Birds Productions** - Wii, DS, mobile and PC games

2008 **Assistant Producer at Elytel** - Movies production and distribution + webmastering

2007 **Assistant Producer at MVC Prod** - TV production and distribution + webmastering

2004 - 2006 **Graphic Designer at ADA (women's cultural magazine)** - Design and layout

PRODUCT COMMUNITIES

Committed Member / Mentor / Speaker at: **FrenchCPO** (incl. *Women in Product* & *Giving Time* mentoring programs),

FrenchProduit, Product Club, AiPAD Club, Avizio Network

CERTIFICATIONS

Scrum Product Owner delivered by the Scrum Alliance

Scrum Master delivered by the Scrum Alliance

Drive and motivate your team delivered by Activ' Partners

EDUCATION

2006 - 2010
Master Production Multimedia at ISCPA
Valedictorian 2010

2004 - 2006
Law studies at Paris II Assas
Prepa Sciences Po at IPESUP

2003
Bac ES - mathematics option

LANGUAGES

French: native   **English:** professional

Spanish: medium   **Chinese:** notions

HOBBIES

Interests: travels, sciences, music (guitar and piano player), movies, literature, architecture, chess, poker, video games

Sports: Nunchaku Kumite (black belt in 4 different styles, Vice World Champion 2012, teacher), tennis, running, surf

RECOMMENDATIONS

The following recommendations - and more - can be found on my LinkedIn profile

"I worked almost 3 years with Thaddée who led our product team: not only he contributed to brought a strong product culture in our company but he also managed cross-team projects with success. If I should sum up Thaddée skills in one word, it would be Reliable! Thank you Thaddée."

Julien Mechin, Co-Founder and CEO at Creads

"I had the opportunity to work with Thaddée at Botify for over a year. Thaddée is very appreciated by his co workers, dedicated and passionate about product management and has a deep web culture."

Adrien Menard, Co-Founder and CEO at Botify

"Thaddée is a talented and experienced product owner who quickly set up processes and organizational initiatives that gave our production capabilities a strong boost. He's a hard worker and a team player very focused on meeting deadlines and getting things done. I really enjoyed working with Thaddée and strongly recommend him."

Ludovic Barra, Deputy CEO at IsCool Entertainment

"Thaddee is a very good project manager. He's smart and lucid, capable of understand problems and propose solutions the projects always match the deadlines. I really enjoyed having him as a project manager."

Nicolas Guillaume, Sr Software Development at Amazon