

BAPTISTE ARBELOA

PRODUCT MANAGER

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PROFESSIONAL SUMMARY

Product Manager with 6+ years scaling B2B SaaS products from zero to production, Stanford-certified, with a 3-year backend engineering background (Go, PHP, SQL). Delivered measurable outcomes across public transport and IT monitoring: -20% operational costs, 8,000+ daily transactions processed, +10% weekly active users. Positioned at the intersection of code and product, which consistently reduces delivery friction and accelerates time-to-market with engineering teams.

CAREER HIGHLIGHTS

- **-20%** operational costs via Open Payment solution launched at Matawan.
- **8,000+** daily transactions processed via SMS-ticketing partnership system.
- **-25%** mean time to repair via embedded monitoring product discovery.
- **+10%** weekly active users on Map product via user research and roadmap shaping at Centreon.
- **-80%** repetitive tasks for client teams via AI-augmented B2B tooling at Agence Lazard.

PROFESSIONAL EXPERIENCE

Matawan | Product Owner & Product Manager

Paris, France | April 2024 to Present (+2 years)

SaaS platform for cloud-based ticketing and fleet management in public transport.

- Leading **go-to-market** Payment Service Provider (PSP) integration for **US expansion**: e-wallet top-ups via cash deposits across retail networks.
- Defined and shipped **Open Payment** roadmap (contactless protocols), cutting passenger dwell time by **20%**.
- Launched SMS-ticketing partnership system, **processing 8,000+ rides daily** across transport networks.
- Led product discovery for onboard monitoring system, **reducing MTTR by 25%** and improving fleet availability.
- Drove cross-functional delivery of Single Sign-On, multi-route, and SAM security module with a 10-developer team.

Agence Lazard | Freelance AI Product Builder

Paris, France | May 2023 to April 2024 (1 year)

Digital studio designing custom internal B2B tools through AI-augmented development.

- Designed and shipped custom B2B internal tools using **AI-augmented development**, reducing client team repetitive tasks by 80%, from ~4h/day to under 45 minutes.
- Translated client business processes into workflows through **prompt engineering** and rapid prototyping.

Centreon | Product Owner & Product Manager

Paris, France | May 2022 to May 2023 (1 year)

Global AIOps-ready IT infrastructure monitoring provider (cloud to edge).

- Shaped roadmap and ran user research on **Map** product, driving **+10% weekly active users**.
- Owned product strategy for SaaS back-office overhaul, driving UX/UI transformation and technical migration.
- Aligned cross-functional international team(17 members) around shared vision and quarterly Objectives Key Results (OKRs).

Ip-label | Product Owner

La Garenne-Colombes, France | May 2020 to April 2022 (2 years)

Hybrid digital experience monitoring platform (synthetic + RUM).

- Defined product vision and roadmap, aligning **11 international developers** around strategic business outcomes.
- Introduced data-driven prioritization frameworks (**RICE**, **MoSCoW**), structured Epics and user stories with clear acceptance criteria, led Sprint Planning and Sprint Review ceremonies trimming sprint spillover to <5%.

FoodCheri, FIDCAR, PayPlug, Stepnet | Back-End & Web Developer.

Paris, France | June 2017 to May 2020 (3 years)

- Built scalable SaaS features (**PHP**, **Symfony**, **SQL**); Contributed to full MVP cycles, from discovery to delivery.

Selected Product Projects

- **ProviQ**, Full-stack Digital Product Passport SaaS (FastAPI, PostgreSQL, IPFS, Polygon blockchain) for EU compliance; entirely built via AI-assisted development.
- **Fraud Sense**, AI-powered fraud detection API & WooCommerce plugin, Automatically analyzes customer service claims, detects fraud patterns (DNA, empty package, FTID) and delivers clear recommendations: Refund, Verify or Refuse.
- **Bureau des Coeurs**, Co-founder & Developer (2020-2024). GDPR-compliant SaaS platform built from scratch in Go; full product lifecycle from market research to user acquisition.
- **Wealth Consolidation Tool**, B2B fintech application for wealth managers; multi-institutional file import, AI-powered position analysis, and structured visual consolidation.

SKILLS

AI & Product Building :	Claude Code, Base44, Antigravity, Cline, Deepseek, Prompt Engineering, LLM Orchestration, Agentic Workflows, AI-Assisted Development, Retrieval-Augmented Generation (RAG), Google Gemini, Rapid AI Prototyping
Product :	Product Strategy, Roadmapping, Product Discovery, Customer Discovery, Go-to-Market (GTM), Product-Led Growth (PLG), Jobs-To-Be-Done (JTBD), Product Analytics, API Product Management, Stakeholder Management, PRD (Product Requirements Document), KPI/OKR Tracking, Competitive analysis, User Research
Methods :	User Stories & Acceptance Criteria, A/B Testing, Data-Driven Decision Making, Agile / Scrum, Backlog Refinement, Cross-functional Leadership, Story Mapping, RICE, MoSCoW
Technical :	Go, Python, PHP, JavaScript, FastAPI, REST APIs, SaaS Architecture, PostgreSQL, SQL
Tools :	Jira, Confluence, Notion, Figma, Git, Slack, Google Workspace

EDUCATION

Bachelor's Degree in Web Project Management (Bac+4, EQF Level 6), Doranco, Paris | 2021
Associate's Degree in Full-Stack Development (Bac+2, EQF Level 5), 3W Academy, Paris | 2017

CERTIFICATIONS

Stanford University: Product Management | Scrum.org: PSPO I | Q-CTRL: Quantum Fundamentals

LANGUAGES

French: Native | English: Professional Working Proficiency