

# Elyse Clement

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## Work Experience

**TRIBALSCALE** - Toronto, Canada

### **Director of Product Management**

April 2019 - Present

- Lead a team of 10 product managers and 5 designers to deliver on highest impact products, while continuing to refine our product craft and building individual growth.
- Manage the product and design practice, in addition to strategy, operations, forecast and margins.

### **Senior Product Manager**

October 2018 - April 2019

- Help large enterprises globally transform their organization's software development. Levelling up product managers and teams through mentoring, teaching, pairing, performance assessments, 1:1s.
- Work with resources to use Agile XP practices, build roadmaps, MVP, build a strategy, prioritize, write stories, run cadence meetings, build team culture, etc.
- In addition to client trainings, mentoring 4 internal transformation product managers.
- Present at bootcamps, run workshops to teach product management concepts to 100+ employees
- Train new PMs, grow culture and product practice from the ground up in Dubai and Boston offices.

### **Product Manager**

July 2016 - October 2018

- Define product strategy, vision, user experience and development for 10+ web, mobile, and backend products across insurance, retail, travel, entertainment and media industries with millions of users each.
  - Launched 2016 elections interactive maps and live coverage with 99%+ crash-free users with 5x+ load.
  - Reduced authentication complexity by 50% for existing users
  - From user interviews, prototyping, running user testing, launched net new website before BFCM with 5%+ user growth
  - Revamped loyalty functionality growing from 2M to 18M YOY visits to earning/redemption.
  - Introduced users & stakeholders feedback cycles, increasing releases to production 2x for products with over 2M users.
- In Agile Extreme Programming, run user interviews, user testing, design sprints, product research, write user stories, bugs, prioritize backlog, define roadmap, and facilitate continuous product development.

**BCBGMAXAZRIAGROUP** – Los Angeles, United States

### **International eCommerce Business Analyst**

May 2014 – July 2016

- Use Agile development and research for website feature development and build internationalization plan
- Analyze data and present recommended strategic actions to C-suite executives
- Manage promotions and paid marketing campaigns for 100+ countries, with 3 global retail teams
- Manage creative content and translations process for 6 languages
- Manage multi-vendor budgets, produce revenue forecasts and plans to meet revenue & profitability goals
- Sole manager of a \$10M+ e-commerce department, with top performance YOY
- Speaker at Global Ecommerce Leaders Forum 2015 and Growing Global 2015

**CLEMENT LTD** – Quebec City, Canada

### **eCommerce Manager**

May 2009 – May 2014

- Optimizing the strategic, operational and analytical functions for the E-Commerce operations
- Build omnichannel strategy for 35 stores including functionality for ship from store, pickup in store, revamp of order management for optimal sourcing, picking & packing.

## Education

Master's of Business Administration

Florida International University – Florida, U.S.A

Bachelor in Business Administration

Laval University – Quebec, Canada

**Honors:** Hydro-Quebec International Studies Scholarship

Outstanding Student Award – FIU Faculty of International MBA

Fluent in native French, English and Intermediate Spanish