Félix Averlant/

CPO / Product Manager - 37 yo

Contact/
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Ex-founder, 15 years in tech — from startup to scale-up.
Multiple experiences in B2B SaaS, AdTech & e-commerce across product, UX and delivery.
I drive product vision with stakeholders, challenge the status quo and follow teams through to delivery.

Education/

HETIC
Master of Computer Science
2011 - 2013

La Sorbonne
Law degree
2007 - 2010

Software/

- Figma / Blender
- Notion / Atlassian
- Obsidian / Office
- Tableau / GA / GTM
- Gcloud / Sentry
- Cursor / Warp

Interests/

- Reading
- Writing
- E-sports
- MAO / DAO
- Climbing

Experiences/

Co-founder & CPTO
SustainSoft
SaaS B2B
2021 - 2026
Remote

- 0 to 100+ customers / Techstars Paris '22 alumni
- Seed round / Board member
- Built and operated B2B SaaS end-to-end (solo): front-end / back-end, hosting, maintenance, deployment...
- Product strategy and roadmap from ideation to MVP to production

Head of Product
Adot (acq. by Veepee)
AdTech
2017 - 2021
Paris, France

- Strategy, definition and delivery of new products
- Presenting and aligning internal teams and clients on roadmap
- Scaled from 30 to 100+ employees and revenue from €6M to €24M
- M&A / Due diligence

Director of Analytics
Altima (acq. by Accenture)
E-commerce / Lead gen
2016 - 2017
New York City, USA

- Led conversion rate optimization (CRO) team for e-commerce and lead-gen interfaces
- Conversion gains from -4% to +9%
- Designed client proposals and led optimization follow-up
- Audits, results communication

Account Manager
MFG Labs (acq. by Havas)
Big data / Web agency
2013-2016
Paris, France

- Project management, sprint / standups, planning & QA
- Launched corporate site, e-commerce and second-screen app
- Coordinated vendors and client stakeholders
- Defined, tracked and reported on product KPIs

Conversion Consultant
Altima (acq. by Accenture)
E-commerce / Lead gen
2012 - 2013
Paris, France

- Conversion rate optimization (CRO) for interfaces via UX
- Conversion gains up to +19%
- Pre-sales through to client reporting (UX and results)
- Data analysis and configuration of testing/analytics tools

Compétences/

Produit & delivery

- Strategy / Roadmap / Specs (BMAD, AI-assisted specs...)
- User research / Discovery / Feedback / Interviews

- Sprint planning / SCRUM / Kanban / Backlog prio.
- Stakeholder alignment / Risk mitigation
- Cross-functional delivery

Tech / Data / UX

- Javascript / Typescript / React
- Next.js / Nest.js
- Storybook / Playwright / Algolia
- GraphQl / SQL / NoSQL
- Vibe coding / Prompt engineering

- Design system / Prototyping / Wireframes
- User journey / Audits UX
- A/B testing / Conversion rate optimization (CRO)