

ELENA HERCOT

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SEEKING A CHIEF PRODUCT OFFICER POSITION

HANDS-ON LEADER

13+ years leading product across startups, scale-ups and large corporations — from 2 to 3,000 people, on 14+ products. Founder and product executive: I have owned a P&L, managed a board and investors, managed product organizations from zero to 30 people, and delivered on time and on budget at every scale. Now designing AI-native product organizations, that deliver measurable business outcomes.

MAIN EXPERIENCE RELATED TO CPO MISSIONS AND SKILLS

2026 AI Product Lead, Freelance — advising CEOs and founders, eCommerce and SAAS Startups

- > Audit product organizations; improve team structure, lead transitions to AI tools and systems
- > Build with Claude Code: websites, SaaS + custom AI to improve visibility and operations.

2021-2025 Head of Product CMS, Shutterfly — E-commerce US market leader (Apollo).

- > Turned C-level objectives into roadmap, organization and process. Lead execution with 1 PM, 6-30 Dev+QA. **+30% Entry rate from CMS to shopping pages.**
- > Selected to lead the CMS RFP and the legacy-to-headless migration in the flagship replatforming.

2018-2019 Head of Product, Consumer Platforms, Wynd — Omnichannel SaaS, 350-person scale-up

- > Led up to 30 people; shipped the features clients needed across 5 products, **on budget and schedule.**

2017 CPO + Program manager, Lima, SAAS BtoC personal cloud — Tech scale up (Ventech Capital)

- > Hired by the CEO to **unlock Delivery**. 11 developers.

2015-2017 PM → Head of Catalog & Merchandising, Doctipharma Lagardere — Marketplace (CAC40)

- > Spotted the real problem upstream as a PM; **the CEO created a department and a title around it.** Hired 2 PMs, carte blanche on roadmap. Catalog cleaned then scaled 7K → 13K products: **+40% sales on Top Products, +1.5 pt conversion, +40% returning visitors.**

2010-2013 CEO & Founder, Shoette (KIMA Ventures)

- > Vision, strategy and full P&L; board, investors, bank and budget. **75 points of sale, five countries.**

EDUCATION

2010 Specialized Master in product development and entrepreneurship, ESCP Europe, one of the top-3 leading business school in France, in Paris. Class president. "Best pitch" award winner

2015 Web Design Express certificate, at Le Wagon, Html, css, php, js, devops, ecommerce best practice: environments, release process, rollbacks, feature flag, sql.

MSc in Business Strategy (2007) • BA in Economics, Université Paris 1 Sorbonne (2005).