

SEEKING A HEAD OF PRODUCT POSITION

I BUILD LEAN PRODUCT ORGANIZATIONS FOR AI-POWERED EXECUTION

ELENA HERCOT

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13+ years building products and Product organizations across startups, scale-ups and large corporations. Founder and Product leader turning business objectives into focused roadmaps, accountable teams and predictable execution. Experienced in assessing organizations, redesigning roles and processes, and scaling Product through periods of growth and transformation. Now building AI-native operating models to increase team velocity and improve output quality.

PRODUCT LEADERSHIP EXPERIENCE

2026 Head of Product Advisor, Freelance — eCommerce and SaaS Startups

Advise CEOs on Product strategy, organization, execution and AI adoption. Diagnose organizational bottlenecks, redesign operating models and build AI-native workflows and tools with Claude Code.

2021-2025 Retention PM → Head of Product CMS, Shutterfly — eCommerce B2C, large corporation

US market leader backed by Apollo, in a mature market. Turned C-level objectives into roadmap, organization and execution. Led 1 PM and up to 30 cross-functional contributors, improving ownership, visibility and delivery predictability. Owned CMS strategy and migration to Optimizely while remaining hands-on on growth initiatives: +30% shopping-page entry rate, +20% account creation, +12% returning-customer conversion. Adobe analytics, Mixpanel, Tableau.

2018–2019 Head of Product, Wynd — Omnichannel B2B suite, SaaS & eCommerce, 350-person scale-up

Led up to 30 people across 5 products during rapid scale. Restructured Product execution around customer and business priorities, cutting time-to-production for validated requests by 5x.

2017 Head of Product & Program Manager, Lima — SaaS B2C personal cloud, 15-person scale up

Backed by Ventech. Recruited by the CEO to restore execution. Diagnosed bottlenecks, realigned Product and Engineering, clarified ownership and rebuilt delivery predictability.

2015–2017 Product manager → Head of Catalog & Merchandising, Doctipharma — marketplace Lagardere

corporation (CAC40). Identified a structural problem limiting growth and was promoted to build a new Product function from scratch. Hired 2 PMs, redesigned processes and scaled the qualified catalog 7K → 13K products, enabling capabilities that drove +1.5pt conversion and +40% returning visitors.

2010–2013 CEO & Founder, Shoette — startup, backed by KIMA Ventures

Built the company, Product and team from zero. Owned vision, strategy and P&L; managed board and investors. Scaled to 75 points of sale across 5 countries. Reached ~20% online conversion and 40–45% repeat purchase.

EDUCATION

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

2015 Web Design Express certificate, at Le Wagon, Html, css, php, js + release process, sql.

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

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