

ELENA HERCOT

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SEEKING A GROWTH PRODUCT POSITION

PRODUCT LEADER WITH A STRONG BUSINESS ACUMEN

13+ years building and growing eCommerce and SaaS B2C and B2B digital products across startups, scale-ups and large corporations. Founder and product leader with a strong track record using customer behavior and data to uncover insights, identify product opportunities and drive measurable business outcomes. Now applying AI to accelerate growth.

MAIN EXPERIENCE RELATED TO PRODUCT-LED GROWTH

2026 AI Product Lead, Freelance — advising CEOs and founders, eCommerce and SAAS Startups
> Build with Claude Code: websites, SaaS + custom AI tools to improve visibility and operations.

2021-2025 Retention PM → Head of Product CMS, Shutterfly — eCommerce US market leader (Apollo)
> Turned C-level objectives into roadmap, organization and process. Led execution with 1 PM, 6-30 Dev+QA. **Increased CMS-to-shopping-page entry rate by 30%.**
> Built smart modules across the customer funnel targeting key conversion metrics by user segment. Among engaged users: **+20% account creation for prospects, +7% first purchase for new users, +60% project resumption, and +12% conversion for returning customers.**
> Led a personalization initiative, using behavioral signals to identify purchase intent and tailor the experience. Adobe analytics, **Mixpanel**, Tableau.

2018-2019 Head of Product, Wynd — Omnichannel BtoB suite, 350-person scale-up
> Led up to 30 people across 2 eCommerce and 3 SaaS products. Owned key client needs from discovery to release, **cutting time-to-production for validated requests by 5x.**

2015-2017 PM → Head of Catalog & Merchandising, Doctipharma Lagardere — Marketplace (CAC40)
> Identified poor product-data qualification as the root cause limiting growth. Promoted to build Catalog function from scratch, with 2 PMs and full roadmap ownership. Cleaned the catalog down to 7K products, redesigned the PIM structure, then scaled it to 13K sellable qualified products.
> Built the merchandising layer on top: product scoring and ranking, "Top Products" placements and purchase-guidance content. **Products entering the 3-month Top Products journey generated +40% sales**, while continuous **A/B tests** and growth initiatives improved guidance, filters, search and smart cross-sell — **driving +1.5pt conversion, +35% items per purchase and +40% returning visitors.**

2010-2013 CEO & Founder, Shoette (KIMA Ventures)
> Built and grew the business, reached **~20% online conversion** and **40-45% repeat purchase.**

EDUCATION

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

2015 Web Design Express certificate, at Le Wagon, Html, css, php, js + release process, feature flag, sql.
MSc in Business Strategy (2007) • BA in Economics, Université Paris 1 Sorbonne (2005).