

Karine MAJDALANI

<https://www.linkedin.com/in/karine-majdalani>

karine.majdalani@gmail.com

+33 622360707



SUMMARY

Product Manager with a dynamic blend of 7 years' experience in financial planning, business development, and product management across global corporations and e-commerce startups. Over the past year, I have successfully transitioned into product management, leveraging my expertise in strategic planning and cross-functional collaboration to deliver impactful solutions. Passionate about bridging the gap between technology and business, I excel in leading end-to-end delivery processes, facilitating Scrum ceremonies, and conducting market analysis to drive product success.

EXPERIENCE

Des Abeilles et nous

Product Manager

- Designed and documented specifications for the BeeFree web app, aimed at tracking hornet nests and optimizing pollen-gathering zones
- Conducted 15 user interviews to identify features for the product roadmap aligned with the NGO's values

Remote

Current

Papernest

Product Manager – Acquisition squad

- Reviewed landing page mock-ups and led A/B testing initiatives, boosting user conversion from 21% to 23% within one month
- Designed and launched a contract cancellation flow using the no-code tool Bubble, resulting in an 11% click-through rate

Paris, France

H1 2024

Loyal VC

Product advisor – First Product Manager

- Performed funnel analysis using Hotjar leading to a 2x increase in bank account opening conversion rate

Paris, France

H2 2023

iQo

Senior Strategy Consultant in Financial Services

- Prepared a benchmark of banking products for Health professionals

Paris, France

H1 2023

Maison Flaneur - Ecommerce website of homeware curated in boutique hotels and design restaurants

Chief Financial Officer and Business Development Consultant

- Prepared company for upcoming funding seed rounds by identifying key business metrics and formalizing action plan
- Spearheaded the launch of a customer-focused e-commerce platform, increasing online marketplace by 240% through the integration of user analytics tools and acquisition of various high-level partnerships (interior designers and hotel chains)

London, UK

2018 - 2022

General Electric (GE)

Healthcare - Western Europe Finance Service Analyst, (Buc, France) (2016 - 2018)

- Supported Western Europe Service General Manager and Business Operations Manager restructuring business priorities by analysing relevant KPIs and preparing dynamic financial models (Headcount and Compensation & Benefits gap analysis)
- Led financial planning (1 & 2 years) and forecasting cycles, including building quarterly and product phasing, establishing hypothesis for cost calculation rules and consolidating various inputs of budgets

2012 - 2018

Finance Management Program (UAE, UK, UAE, Italy) (2014 - 2016)

- Built billing trend KPIs to drive accuracy and visibility in GE Oil & Gas Contract Service Agreements billings for weekly Quick Market Intelligence resulting in an increase of 10% of collection of contract billings the following quarter
- Created sales force effectiveness matrix to enable better tracking of geographic sales and product coverage and performance and implemented pricing margin analysis to set up adapted product strategy of GE Healthcare

EDUCATION

NOE

Product management bootcamp

Paris, France

September 2023

INSEAD

MBA Class of December 2020

- President of INSEAD France Alumni Club AI and Digital Transformation

Fontainebleau - Singapore

2020

University Paris-Dauphine

Master in Corporate Financial Management

Paris, France

2008 - 2011

University Paris-Dauphine

Bachelor of Arts in Economics and Management

Paris, France

2005 - 2008

ADDITIONAL INFORMATION

Interests: Boxing (amateur training), Creative pottery (Hand-building and sculpting)

Technical skills: Product management: Jira, Bubble, Figma, AI Product builder (delivery emails tracker project); **Data**

Analytics: Google analytics, Hotjar, Excel

Volunteering: Women in Product – Paris

- Organized in December 2023 a meetup on the relationship between Product Manager and Data Analyst

Nationalities/ Work authorization: French, Lebanese / European Union

Languages: French (Native), English (Fluent), Spanish (Proficient), Arabic (Intermediate in Speaking and Basic in Writing)