

CHRISTOPHE BOUQUET

Strategic Leadership

@ christophe.rubyist@gmail.com

SKILLS

Visionary Leadership
Financial Strategy
Revenue Optimization
Market Expansion
Product Development
Growth Marketing
Team Management

LANGUAGES

French	☆☆☆☆☆☆
English	☆☆☆☆☆☆
Deutsch	☆☆☆☆
Italian	☆☆☆☆
Español	☆☆☆☆

CERTIFICATIONS

[AWS Certified Solutions Architect Prof. Course Completion Certification 2023](#)

[Certified Kubernetes Security Specialist \(CKS\) Course Completion Certification 2023](#)

[GitOps at Scale Certification \(ArgoCD\) 2023](#)

TECHNICAL PROFICIENCY

Ruby, Ruby on Rails, Python, Go, PostgreSQL, GraphQL, JS, Salesforce, Protobuf, Docker

COMPETITIVE INTELLIGENCE

[Market Analysis & Forecasting](#)
[Competitor Profiling & Assessment](#)
[Risk Mitigation Strategies](#)
[HUMINT & OSINT](#)

PUBLIC SPEAKING

Keynote Speakers for multiple Le Wagon conferences about API, Product Design and coding.
Average attendance: 50 people

EXPERIENCES

Strategy Consultant

[Altitude 1753, Brand "Les Finishers"](#)



01/2022 - Present

- Strategically streamlined resources to pivot the struggling wooden phone cases and concept stores brand.
- Implemented agile methodologies, including a 30-day cash flow runway, for efficient resource allocation.
- Designed and launched a Minimum Viable Product (MVP) website with a new Unique Value Proposition (UVP), driving prospect engagement and achieving a 40% increase in website conversion rate.
- Successfully pivoted to producing trophies and medals made in France, based on validated customer tests.
- Provided expert advice on Brand Identity and Messaging, enhancing brand perception.
- Established cohort processes and iterative sales strategies, resulting in 200K MRR with 80% gross margin and exponential LTV growth, while securing a 50% reduction in customer acquisition costs.
- Sorted the blooming market into customer segments and defined targeted NPD strategies and customer acquisition campaigns

Software Engineer

[Anatec, French Fintech company](#)



09/2019 - 01-2022

- Spearheaded Architecture transformation: Dockerized Kubernetes, AI-powered tools, and legacy system refactoring.
- Drove efficiency: Cross-platform integration, dynamic risk engine.
- Optimized systems: Continuous upgrades, robust testing.

CEO

[Meuh Corporation Inc. \(defunct\)](#)



01/2016 - 01-2019

- Led operations as CEO of a farm-to-table platform, navigating a remote startup.
- Optimized efficiency and resource allocation, achieving €100K MRR revenue.
- Utilized agile methodologies and frameworks, resulting in 35% retention and 80% user activation.
- Cultivated and fostered trust relationships with farmers and producers
- Demonstrated adaptability through two successful pivots, ensuring company viability.
- Cultivated a high-performing team of 10, fostering innovation and collaboration.
- Guided the company through regular testing sprints and growth iterations, aligning with industry best practices.
- Terminated company due to burnout.

Brand Manager

[Reckitt Benckiser](#)



01/2014 - 01-2016

- Led 2014 groundbreaking descaler launch, capturing 35% MS in six months.
- Drove 25% sales increase & optimize gross margins through existing formulas
- Streamlined team collaboration for goal alignment.
- Secured GM and CEO approval for record-breaking launch, exceeding KPIs by 20%.

EDUCATION

Master in Corporate Finance & Financial Engineering

[Le Cnam](#)



10/2022 - Present

Web Development Bootcamp

[Le Wagon](#)



04/2019 - 07/2019

Master in Management (Marketing B to C)

[Toulouse Business School](#)



2011 - 2015

Programme Grande Ecole, among the top 50 business schools worldwide