

YASMINE MEDDEB

PRODUCT MANAGER

CONTACT

00 33 6 36 77 95 61
yass.meddeb@gmail.com
13 Avenue du Val Saint André
France, Aix-en-Provence, 13100

PROFILE

International product manager with more than 4 years of experience in marketing and sales management in medical device company (orthopaedics). Strong professional with a double background in biotechnology and marketing. Dynamic and positive minded personality: highly adaptable and eager to learn new things.

EDUCATION

Master of Business Administration
(MBA) – with a speciality in marketing
IAE MONTPELLIER | 2014 - 2015

Master's Degree in Biotechnology Innovation
& Project Management (BIOTIN) – with a
speciality in therapeutic innovations
UNIVERSITE DE MONTPELLIER, NIMES &
ECOLE DES MINES D'ALES | 2012 - 2014

University Degree in Regenerative Medicine
INSTITUT DE RECHERCHE EN BIOTHERAPIE
(IRB) MONTPELLIER | 2012 - 2014

Bachelor of Science Degree in Biology –
with a speciality in Biotechnology
FACULTE DES SCIENCES - UNIVERSITE DE
MONTPELLIER | 2009 - 2012

SKILLS

Marketing and product management
Supply chain management
P&L management
Customer service
Team leadership
Able to work under pressure
Time management
Adaptable
Quick learner
Business and results oriented
Proficient with SAP ERP software: SAGE &
Business Object
Expert user in MS Office Suite
Familiarity with FDA QSR and ISO 13485
medical device regulations

LANGUAGE

ENGLISH 
FRENCH 

WORK EXPERIENCE

SALES & MARKET LEADER

GRAFTYS | 2015 - 2019 | AIX EN PROVENCE, FRANCE

STRATEGIC & OPERATIONAL MARKETING

Conduct market & benchmark analysis
Analyze the global market, actors and customers needs and the positioning of the products
Work with key opinion leaders (training, work shop, congresses...)
Organize trainings for distributors and surgeons
Conduct product demonstrations and presentations to potential customers
Create marketing tools (3D videos /photos, brochure, training/commercial support, etc.)
Redesign and management of website, traffic generation, content definition,...)
Interact with external design agencies and service providers
Establish marketing strategy in the short/medium/ long term
Conduct yearly customer satisfaction survey
Prepare & manage marketing budget
Report marketing department activities

PROJECT MANAGEMENT

Support the development of new projects
Operational follow-up of customer projects
Conduct projects in close collaboration with of various sectors of the business (R&D,
production, logistics, finance)

BUSINESS MANAGEMENT

Manage a worldwide distributor network (10 companies)
Prospect & meetings with new potential distributors
Create and consolidate sales forecast
Negotiate distribution contracts
Prepare sales reports indicating volume, margins and competitive comparisons
Consult with customer service, manufacturing and engineering for problem resolution and to
determine product availability
Research of strategic opportunities of growth
Conduct product development: sales forecast, production flow, cost analysis and pricing
structure

ASSISTANT PRODUCT MANAGER (INTERNSHIP)

GRAFTYS | 2015 - 6 MONTHS | AIX EN PROVENCE, FRANCE
Developed arguments and promotional tools (Brochures, Videos...),
Managed external & internal communication (events, mailings, press releases, newsletters ...)
Ensured competitive analysis of synthetic bone graft substitutes market
Implemented customer satisfaction survey (questionnaire design, online and daily monitoring)

RESEARCH INTERN

RESEARCH INSTITUTE ON MINES AND ENVIRONMENT (RIME) – UQAT | 2014 - 6 MONTHS |
QUEBEC, CANADA
Conducted a literature review on the effect of graminoids on the root development of trees
in mine tailing

ARABIC 
SPANISH 

INTERESTS

Travelling
Photography
Yoga
Music
Drawing

Selected sites to sample residues

Planned and implemented greenhouse experiment,
Prepared and processed samples in the laboratory

Conducted data processing and analysis of roots with WinRhizo software

Publications : Guittonny-Larchevêque, M., Meddeb, Y., & Barrette, D. (2016). Can graminoids used for mine tailings revegetation improve substrate structure?. *Botany*, 94(11), 1053-1061.

RESEARCH & DEVELOPMENT INTERN

UNIMED | 2013 - 5 MONTHS | SOUSSE,

Participated on galenic development of medicinal products

Conducted validation and optimization studies using high-performance liquid chromatography HPLC method

Conducted stability studies...