

BENOÎT DES LIGNERIS, Ph. D. – Fractional CPO/CTO

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Optimistic and Human-First leader helping organizations and their teams grow and scale. PAaaS, SAaaS, eCommerce, open-source, platform product management (extensibility, API products, marketplaces). Strong product sense: user empathy, deep B2B domain knowledge, creativity, sales, marketing & growth.

SKILLS

- **Product Led Growth:** define, measure and improve sales motions by partnering with marketing, data science, sales and key stakeholders.
- **Product Discovery:** user & customer interviews, sales calls, Job to Be Done, co-creation workshops.
- **Product Execution:** agile, outcome-based measurements & learnings, sprint-planning, backlog grooming.
- **Product Strategy:** road mapping, prioritization frameworks, senior leadership alignment.
- **Coaching:** peers, entrepreneurs & reports with self-awareness, radical candour & servant leadership.
- Mindfulness and Non-violent Communication Practitioner.

PROFESSIONAL EXPERIENCE

Fractional CPO/CTO, Remote, USA & Canadian (various companies) **08/2023 - now**

- (launched) Conceive, develop and launch a mobile app (PWA) to control 1-100+ industrial heat exchangers (IOT) in 12 weeks. Includes user interviews, analytics platform, conversion metrics and platform improvements [<https://esaseries.com/?lang=en>]
- (in progress) Establish and execute a roadmap with C-Level to lower the cost of operations, and increase fan conversion and engagement. Includes IOS and Android apps, back office dashboards, and various APIs for teams [<https://www.crowdplayapp.com/>]. See for instance Devil's of New Jersey Black and Red Mobile App [[NJ Black & Red App](#)]
- (new) Product roadmap and delivery of the MVP established with C-Level & investors for a news end-user application [<https://kazark.com/>] for mobile and Web.

Growth & Product Experience, Platform.sh, Remote & Paris – Series C **07/2022 – 07/2023**

Director of Product

- Product-Led Growth (developers): Established shared definitions across departments (sales, marketing, data science, engineering, product, finance) to measure the various sales motions (product-led, direct-sales, enterprise-sales).
 - Selected (RFP, proof of concept, pricing negotiation) and implemented a product-analytics solution to enable PMs, marketers, engineers and designers to understand user behaviour (<https://heap.io>)
 - Owned the KPI for PLG motion: Acquisition, Engagement, Monetization
 - Increased the conversion rate after 30 days from 2.4% to 4.6% for the PLG motion thanks to better SEO, paid marketing (Google ads, StackOverflow, etc.) and removing friction from the onboarding (product)
 - Customer Discovery Calls: Encouraged every PM to do and share at least 1 customer or non-customer call/week (42 calls recorded and shared in the first quarter of 2023) to improve the user experience across all product areas.
- Rebranding strategy and action plan with the executive committee in (new brand: <https://upsun.com/>)

ShipperHQ, Remote & Austin, TX – Bootstrapped **11/2021 – 06/2022**

Head of Product – Platform

- Product Led Growth (developers): Shipped the first SDK for ShipperHQ partners and platforms

(<https://dev.shipperhq.com/>).

- Established strategy (diagnostic, policy, coherent actions) to help teams make better decisions.

Woolf University, Remote, San Francisco, CA – Series A

06/2021 – 10/2021

VP of Product

- Establish key senior leadership team rituals and established Woolf's product-market fit strategy.
- Set up OKR for the company.
- Shipped feature flags, GraphQL API, and golden path enhancements so that the product can be integrated into any e-learning platform (custom, white-label or off-the-shelf solutions)

Shopify, Remote / Ottawa, ON

05/2018 – 05/2021

Acting Product Lead - pre-checkout Shipping (01/2020 – 05/2021)

- Groomed, coached, and led product teams (2PMs, 4 squads, ≈ 48 professionals).
- Led the product-area trifecta (senior engineering manager, senior design manager, senior data manager and marketing director).
- Shopify Local Delivery (<https://www.shopify.com/local-delivery>): Ideated and launched Shopify Local Delivery: iOS and Android App, Shopify App. Has been used by > 100 000 merchants by 03-2021)

Senior Product Manager - pre-checkout Shipping (05/2018 – 12/2019)

- Completed re-platforming of the shipping and delivery experience (UI, API, monetization).
 - Shipped [Delivery Profile GraphQL API](#) and UI with transparent roll-out to more than 1 million merchants.
- Product Led Growth for the [Carrier Service API](#). Generated > 1.5M MRR revenues for Shopify with various developers summit, direct engagement with partners and increased conversion (+25% increase) over 2 years.

Axial eCommerce Agency, Sherbrooke, QC

02/2017 – 04/2018

CTO & CPO

- Structured, grew and led the dev and DevOps team.
- Improved the agile process for large-scale eCommerce projects.
- Set up senior leadership cadence and operations (EOS framework).

Troly.io, Remote & Sydney Australia, seed

01/2016 – 01/2017

Co-Founder and Chief Growth Officer

- Led product discovery with customers and prospects.
- Deployed a sales structure, analytics (mixpanel.io), and in-app customer success (intercom.io).
- Built investor relationships, including pitching deck and pitching at various VC funds (US, CA, AU).

Revolution Linux -> Bibliomondo, Sherbrooke

01/2003 – 12/2015

Founder, CEO, and then CTO & CPO

- CTO & CPO of a multi-disciplinary team of ≈ 50 R&D professionals.
- Bootstrapped company from 0 to 3M\$ in revenues and from 0 to 30 employees.
- Sold in 2012 for an acqui-hire play to BiblioMondo and became CTO & CPO.
- Open-Source expert in containers, virtualization, cloud, and high-performance computing.

EDUCATION

Post-doc in computer science
Ecole Polytechnique Montreal, Canada

Ph. D. in Physics (Superconductors & Supercomputers)
Université de Sherbrooke, Canada