

# Mathieu Mahoudeau

I build products with a \_\_\_\_\_ .

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## SUMMARY

Co-founder and CPTO at Trace, building the playability layer for live sport. 20+ years shipping digital products across sport, Web3, and consumer apps and games. Today I work AI-natively: Claude Code is my pair programmer for shipped production work, not just prototypes. I help teams turn bold ideas into products that blend emotion, utility, and a little bit of mischief.

## EXPERIENCE

**Trace** · Co-founder & Chief Product and Technology Officer May 2024 → present

- **Trace Bingo**, zero to one: defined the game loop, leagues, identity, creator tooling and content pipeline. Live in 8 languages on web, iOS and Android. F1 beta in 6 weeks with no paid media: 25K players, 750 active leagues, 30%+ D30 retention, NPS 50, 0.6 k-factor, 8 creator and community partners.
- **AI-native shipping**: Trace Bingo's frontend, mobile apps, full email orchestration with AI-generated content (300K msgs/month), translation pipeline across 8 languages, and a **Virtual CFO agent** for investor and VC interaction, all built with Claude Code as pair programmer. AI as the multiplier on production infrastructure, not a slide.
- **Trace Collectibles**: dynamic on-chain sport collectibles on Sui, debuting with the ATP Tour at the 2024 Nitto ATP Finals in Turin. Partners: ATP, Sui Foundation, Epam Systems. ~125K accounts and ~\$300K early revenue. Led 2 PMs + 3 engineers + 1 designer on the Trace side.

**Elemint / McCourt Global** · Founding team, Head of Product Jan 2022 → Apr 2024

Web3 loyalty platform shipping fan experiences for the world's biggest sport, music and entertainment brands.

- Shipped the first NFT-secured VIP ticketing experience for Formula 1 Monaco GP 2023. Built on Polygon with dynamic QR codes for venue entry and NFTs that turned tickets into post-event memorabilia. Partners: Platinum Group, Bary.
- 20,000+ commemorative tickets for Olympique de Marseille fans: NPS 49, 78% reported improved sense of belonging. Helped Universal Music shape their Direct-to-Fan strategy. Managed 1 PM and 6 engineers, plus the design and content team within McCourt Global / Amplica Labs.

**Olympique de Marseille** · Digital Project Manager, then Digital Experience Manager Oct 2017 → Dec 2021

Product Owner for the entire digital ecosystem of one of France's most followed football clubs (25M+ fans). 2 PMs reporting in.

- Led the complete redesign of OM.fr, the mobile app, the ticketing platform and the online shop. Won "Best of Category, Sport" at the Horizon Interactive Awards.
- Launched the first French football club app rewarding loyalty, with gamification, prize draws and a live-match hub (Sept 2020). Shipped digital activations for club partners (Puma 3rd kit launch, Twitch integration, ticketing UX overhaul).

**Citydrive · Gyroscope** · Co-founder & COO / CEO Apr 2015 → Feb 2019

**Citydrive**: France's first city-center click and collect marketplace for local shops. **Gyroscope**: digital agency delivering UX, brand and SEM for SMBs. Selected for Web Summit ALPHA. Marius Award winner. EY Innovative Services Trophy finalist.

**Ekino (Havas), CGI, Objectware** · Senior Project Manager · Software Engineer Feb 2007 → Oct 2014

Senior technical project manager at Ekino on EZY (first cross-channel e-commerce for SFR / Altice), managing 3 PMs and 15 developers. Earlier: software engineering and architecture missions for BNP Paribas, AXA and Crédit Agricole Assurances.

## ON THE SIDE

**Dance World**. React port of a DDR-clone I built as a student in 2005, evolving into a mobile rhythm game. **Ziip**. Local, browser-only image compression via WebAssembly. Zero backend, PWA. **Dungeon Storyteller**. Mobile RPG where the Dungeon Master is replaced by an LLM. Full rule engine for multiple TTRPGs.

## EDUCATION

**Conservatoire National des Arts et Métiers**, Bachelor in Communication Science 2007 → 2008 · **KEDGE Business School**, Business 2005 → 2006 · **UPEC (IUT Fontainebleau)**, DUT Computer Sciences 2003 → 2005

**SKILLS** Product strategy & vision · Team leadership · Zero to one product building · AI-native development (Claude Code, agentic workflows, LLM products) · UX/UI design · Gamification · Fan engagement · Cross-functional delivery · Agile · Market evaluation · Web3 (Polygon, Sui, NFT, wallet abstraction) · Mobile (PWA, iOS, Android via Capacitor)

**AWARDS** Web Summit ALPHA · Marius Award · EY Innovative Services Trophy, Finalist · Horizon Interactive Awards, Best of Category, Sport (OM.fr)

**LANGUAGES** French (native) · English (bilingual)

**KEYWORDS** Co-founder, CPTO, Head of Product, product strategy, design leadership, fan engagement, sport, Formula 1, ATP Tour, Web3, NFT, Polygon, Sui, gamification, mobile (iOS, Android, PWA, Capacitor), Next.js, NestJS, AWS, zero to one, AI-native, Claude Code, agentic workflows, LLM, vibecoding.