



# MATHIEU MAHOUDEAU

Hi, I'm Mathieu, I build products and design digital experiences since 2007. Driven and determined, I help teams and organizations build experiences that are meaningful. Emotions are central in how I envision my work because they can motivate to take action.

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Check my work

## EXPERIENCE

JANUARY 2021  
PRESENT



**ELEMINT**  
FOUNDING TEAM AND HEAD OF PRODUCT  
**BESPOKE LOYALTY SOLUTIONS AND WEB3 STRATEGIES**

**Formula 1 Monaco GP, Universal Music and Olympique de Marseille**  
Founding member of Elemin, a Web3 platform that builds the future of sport and loyalty by delivering engaging journeys for Sports, Medias & Entertainment brands and properties. Fans are rewarded with digital assets in the form of NFTs, granting them access to exceptional experiences.

STRATEGY & VISION | PRODUCT MANAGEMENT | TEAM MANAGEMENT | MARKET EVALUATION

OCTOBER 2017  
DECEMBER 2020



**OLYMPIQUE DE MARSEILLE**  
DIGITAL EXPERIENCE MANAGER  
**REDESIGNING A FAN CENTRIC EXPERIENCE**  
Gamification focused app, E-commerce reboot and Corporate website

Product Owner of the digital platform and in charge of the user experience for our ticketing platform and all the secondary websites. Complete redesign of the digital ecosystem with a leading position on OM.fr, the mobile app, the ticketing platform and the online shop. Design and implementation of the unified identity platform for our clients on all our touchpoints. I also create experiences and digital activations for the club's partners from pre-sale to delivery.

AGILE MANAGEMENT | PRODUCT MANAGEMENT | GAMIFICATION DESIGN | TEAM MANAGEMENT

APRIL 2015  
FEBRUARY 2019



**GYROSCOPE**  
CO-FOUNDER AND CEO  
**CITYDRIVE**  
**LAUNCHING THE FIRST CLICK & COLLECT MARKETPLACE**  
Startup co-founder, First drive to store platform for local shops

**BOOSTRAVEL**  
**REBRANDING AND REPOSITIONNING OF A TRAVEL AGENCY**  
Experience design (UX/UI), Brand and website revamp and SEM consulting

I founded Gyroscope to provide strategic guidance to brands and help them deliver innovative digital solutions.

STRATEGY | PRODUCT MANAGEMENT | TEAM MANAGEMENT | EXPERIENCE DESIGN

JUNE 2012  
FEBRUARY 2007



**CGI, CSC, OBJECTWARE & EKINO (HAVAS GROUP)**  
SENIOR TECHNICAL PROJECT MANAGER, SOFTWARE ENGINEER AND CONSULTANT  
At Ekino, management of a team of 3 project managers and 15 developers. Launch of the first multi-touchpoints cross-channel e-commerce solution for cell, landline and fiber offers for SFR (Altic Group).  
Multiple missions in the bank and insurance industry for BNP Paribas, AXA and Crédit Agricole Assurances.

SOFTWARE DEVELOPMENT | PROJECT MANAGEMENT

## EDUCATION

SEPTEMBER 2003  
JUNE 2005

**UNIVERSITÉ PARIS-EST CRÉTEIL,  
IUT DE FONTAINEBLEAU**  
UNDERGRADUATE DEGREE IN  
COMPUTER SCIENCES

## ABOUT ME

I'M ALSO A FATHER  
A GUITAR PLAYER  
A MAGIC THE GATHERING ENTHUSIAST  
AND AN XBOX GAME PASS ULTIMATE MEMBER