

Anoulay VYARAVANH (Anou-lai)

Senior / Lead Product Manager – SaaS B2B & B2B2C

Email: a.vyaravanh@gmail.com | Phone: +33 6.71.42.77.17 | Location: France (Open to international relocation)

LinkedIn: [linkedin.com/in/anoulay-vyaravanh](https://www.linkedin.com/in/anoulay-vyaravanh) | Portfolio: bit.ly/4auFpLw

PROFESSIONAL SUMMARY

Senior Product Manager with 5+ years of experience launching and scaling SaaS B2B and B2B2C products. Strong expertise in product strategy, discovery and delivery, cross-functional leadership, and data-driven growth. Proven track record in building high-impact products in regulated and complex environments.

PROFESSIONAL EXPERIENCE

Product Manager @Tenacy (Cybersecurity SaaS) | Lyon, France | Apr. 2025 – 2025

- Led discovery to expand into upper-market cybersecurity clients — built JTBD, Value Moments, and gap analyses to identify unmet enterprise needs.
- Designed and implemented a bug prioritization framework, reducing P2 issues by 10 and improving resolution speed.

Product Manager @Combo (HR Tech, Payroll SaaS) | Paris, France | July 2024 - January 2025 (7mos)

- Led the squad translating complex regulatory constraints into scalable payroll product features and initiated the adaptation to Spanish regulations to scale the product across Europe.
- Decreased customer support inquiries on a specific legal topic by **74% over 6 months**

Lead Product Manager @Synedis-Illicado (Employee Benefits, B2B2C SaaS) | Lille, France | Oct. 2022 - April 2024 (1,5 yrs). Context: Leading employee benefits platform in France, serving large enterprises and public organizations.

- Launched a new B2B2C platform (web & mobile) in **9 months**, then driving **€6M ARR** within 6 months.
- Built and led a **20-person** product squad, including PMs, designers, PMM's and engineers.
- Coached 2 Product Managers and structured product discovery processes.

First Product Manager @Cycle Up (Circular Economy, B2B Marketplace) | Paris, France | May 2020 - Oct. 2022 (2,5 yrs)

- Launched a **B2B SaaS mobile and web application**, reaching **350 users in 6 months**.
- Defined product vision, conducted user research, managed the roadmap and the prospection

Consultant & Project Manager @Cycle Up | Paris, France | Feb. 2018 - May 2021 (3yrs+)

- Recruited and developed the skills of a **network of 30 freelancers** on a national scale.
 - Developed an **external application for diagnostics**.
 - Trainer on reuse diagnostics.
-

SIDE PROJECTS

- **Launched Our-Homes.app** — a no-code web application built with Lovable enabling families to manage bookings for their shared vacation homes. Implemented admin controls, overlapping booking management, and automatic night tracking. Reached **20 active users** and **50 Instagram followers** within the first month.
- Visit my portfolio for more.

EDUCATION

- **Product Management Bootcamp**, Noé (April 2022)
- **Master's in Civil Engineering**, University of Grenoble Alpes (2015 - 2018)
- **B.S. in Materials Science & Engineering**, Polytech Grenoble (2013 - 2015)
- **Languages**: English (Fluent), French (Native)