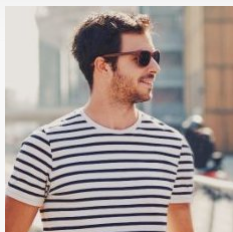


# FLORENT ISIDORE.

Mobile Product Manager & Product Owner  
for Babolat, the world leader in Tennis.

4+ years' experience in digital with a strong expertise in IoT in sports,  
especially in tennis and mobile user experiences.



27 yr

Lyon, France

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 [linkedin.com/in/florentisidore](https://www.linkedin.com/in/florentisidore)

## Softwares & Tools

Slack, Redmine/JIRA, MockingBot,  
HockeyApp, Azetone, Evernote,  
Feedly, Trello,  
Office Suite, Adobe Photoshop

## Certifications

Professional Scrum Product Owner  
(PSPO I, 2016)

## Languages

French: mother tongue  
English: intermediate  
Spanish: basic

## Personal interests

Team Sports  
Wedding Photography  
Fashion  
Digital Marketing  
IoT

Contact & More Informations  
on [www.florentisidore.com](http://www.florentisidore.com)

## Skills

PROJECT MANAGEMENT

AGILE DEVELOPMENT

MOBILE APPS

IOT IN SPORTS

DIGITAL MARKETING

TENNIS EXPERT

ANALYTICS & KPI'S

UX/UI DESIGN

USER TESTING

## Work Experience

June 2016 – Present **Mobile Product Manager & Product Owner**  
*BABOLAT HQ – Lyon, France*

Babolat app: the new tennis experience:

- Drive product vision and product roadmap
- Design product features, define user stories, maintain product backlog
- Leading an agile external team
- Collaborate with crossfunctional teams, business partners, stakeholders

Jan 2015 – June 2016 **Digital Project Manager**  
*BABOLAT HQ – Lyon, France*

Babolat Pop: the first connected tennis wristband:

- Co-define vision and business goals
- Define the positioning and build the global UX
- Follow and helping the stages of development
- Facilitate the testing of each release

Feb 2014 – Jan 2015 **Digital Project Coordinator**  
*BABOLAT HQ – Lyon, France*

Babolat Play: the first connected tennis racket:

- Adapt digital platforms to launch the product on new markets
- Maintain and improve user experience all year long

Jan 2013 – Dec 2013 **Digital Project Manager**  
*INFOSTRATES – Marseille, France*

March 2012 – May 2012 **Communication Coordinator**  
*Mégara – Toulon, France*

March 2011 – May 2011 **Web Integrator & Digital Project Manager Assistant**  
*Hors-Norme – Marseille, France*

## Education

2011 – 2013 **Master Information Communication Spé. Ingénierie des Médias**  
*INSTITUT INGÉMÉDIA – Toulon, France*

2010 – 2011 **Licence professionnelle Techniques et Activités de l'Image et du Son**  
*INSTITUT INGÉMÉDIA – Toulon, France*

2010 – 2012 **DUT Services et Réseaux de Communication**  
*UNIVERSITÉ DU SUD TOULON VAR – Toulon, France*