



Raucroy Alexandre

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Curious, empathic and resilient, after 5 years leading the largest AI & Health European community and then helping actors to structure their IT vision, I naturally turned to a Product Management role relying on my analytical, interpersonal, entrepreneurial and organisational skills.

WORK EXPERIENCE

Product & Project Manager freelance - Artefact

Paris - May2024/Today

Managing the "AI for Good" Open Innovation Program for the UAE Ministry of Innovation:

- 1/ **Redesign of the application platform** - Reduced registration time by 30% and drop-out rate by 5 points
- Identification of pain points in the registration process through 20 interviews of startups and historical data
- Designing a mockup on Figma for the user pathway, writing user stories for the dev team

2/ Project management:

- Building the annual roadmap and OKR for the Program
- Defining 15 evaluation criteria (impact, tech robustness & ethics) with 30 experts in Education, Environment and Health

Senior Consultant Digital Health - EY

Paris - Sept2023/April2024

IT Architecture Strategic consulting for the French Social Security:

- Analysis of existing architecture maps, identification of redundancies, inconsistencies, and mutualisation
- **Facilitation of 5 workshops** with 10 managers from business departments and the IT division: gathering business needs, formalising target processes, and mapping data flows
- **Modelling of 2 IT maps** (functional and applicative): applications, stack, data flows (APIs), functionalities

Head of Open Innovation AI for Health - Artefact

Paris - Feb2021/July2023

Managing AI for Health, an Open Innovation initiative that connects healthtech actors around AI and data:

- Roadmap management: prioritization of projects and division of responsibilities within a team of 5 people
- Product management for the **web platform aiforhealth.fr**: design of the user experience, front-end design, managing the backlog for an external developer
- Business development: **35 deals signed** with healthtech players (AWS, Takeda, IQVIA, etc.) for **450k€**
- User research: leading **5 workshops on RWE challenges** in clinical trials (recruitment, data quality, collection) with agile methodologies and design thinking
- Public Affairs: launching a European taskforce to harmonise the clinical evaluation of digital Medical Devices

Innovation financing analyst - iii-Financements

Paris - Aug2020/Jan2021

- Conducting financial analysis and forecasts, business plan reviews and market analysis
- Interviewing 20 French entrepreneurs to collect strategic insights

FORMATION

NOÉ - Product Management

Paris - April2025/May2025

Worked in team on a Blablacar challenge "How to improve the trip success rate of newbie drivers?"

- Product discovery: **Excel and SQL data analysis** on **Blablacar datasets**; user research and interviews
- Prioritised problems and solutions based on tech load, volume of users and using the MoSCoW framework
- Prototyped and iterated on a solution using Figma through user tests
- Delivery: **wrote specifications for Dev team** on Confluence and tickets on Jira (user stories, workflow, edge cases)

ICADE Comillas - MBA Erasmus

Madrid - Sept2019/June2020

EDHEC Business School - Grande Ecole Program

Lille - Sept2017/June2020

HOBBIES

Tennis & Padel

- Ranked 15/1
- Team captain for the yearly regional competition

Creating communities

- Founder of the Cookie Run Club
- FOMO mobile app with no-code (Adalo) - find your friends' coolest spots

Trail & Running

- Paris Marathon, half-marathon
- Trail in Jura, Beaujolais