

Elodie Bouneau

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Human-centric Leader | 15y Product Experience | Coach | ex-CTO | B2B & B2B2C Platforms | SaaS | Fintech

EXPERIENCE

Flipp

Senior Director, Product, Data & Operations

July 2024 - September 2025, Toronto, Canada

Flipp is a PE backed retail technology company reinventing the way people shop by connecting North America and Europe's best retailers and CPG manufacturers to 100Ms of high intent shoppers each week. Flipp merged with an Italian conglomerate in 2025.

- Led the product, platform, data, and operations teams, overseeing a group of 40+ driving innovation and execution across a portfolio of existing business lines with an optimize and scale goal as well as 0 to 1 lines to open up new revenue streams.
- Spearheaded strategic initiatives including AI transformation to shape a cohesive product portfolio and enabling scale.
- Drove integration post m&a to unify offering, improved EBITDA (41%) and played a key role in becoming a \$1B company.

EQ Bank

Senior Director of Product & Design, Small Business Banking

May 2022 - June 2024, Toronto, Canada

EQ Bank is an all-digital bank that offers high rates and low fee banking to enrich the lives of its users. Named best bank in Canada by Forbes 3 years in a row. ROE of +15% over the last 10 years.

- Stood up and managed a team of 20+ spanning Product, Design, Marketing, Engineering, and QA to launch Canada's first all-digital business bank. Areas of decisions encompassed platform, marketing and operations processes.
- Re-engineered data collection, storage, and use to improve UI and empower internal teams to access more data faster.
- Championed organizational strategic alignment by driving the creation of a multi-horizon vision for the Digital Business Bank
- Orchestrated the agile transformation and organizational restructure to establish empowered cross-functional teams.
- Implemented a new hiring process for Product and Design, as well as the first cross-functional performance calibrations.
- Managed a \$5M annual budget overseeing P&L, including CAC budget deployment and multi-channel go to market strategy.
- Initiated multiple M&A projects with fintechs, companies, significantly contributing to the firm's growth and strategic position.

Canadian Digital Service, Federal Government of Canada

Executive Director of Product • Tour of duty, Secret Clearance valid until 2026

Sept 2020 - Mai 2022, Toronto, Canada

The Canadian Digital Service changes how digital experiences are delivered to the public through B2B2C digital products that empower content and application creators to deliver modern user experiences.

- Led and expanded a team of 60+ individuals across multiple agile multidisciplinary product teams as well as infrastructure, security, growth, and client experiences teams to design, deliver, and support multiple platform product lines.
- Operated and enhanced multiple product lines supporting over 1M monthly users and managing an \$8M annual P&L.
- Successfully increased the funding and workforce by 100% within the span of 12 months through improved operations and the definition of a comprehensive product line roadmap. Responsible for OKRs creation, tracking, and reporting.
- Held talent management responsibilities to define hiring, onboarding, performance calibration, and career performance.
- Advised C-suite, Deputy Ministers and worked with Harvard (HKS) on best practices to stand up and scale up platform products.

White Rivers Capital

Family Office, London, UK

Product and Partnerships Director, Altis

Feb 2017 - Sept 2020, Toronto, Canada

Altis is an open-source Enterprise Digital Experience Platform (DXP) used by global brands like TechCrunch, Sony, and Red Bull.

- Drove a substantial business model shift from offering professional services to developing an Enterprise B2B Open Source SaaS Digital Experience Platform. This enhanced Content Management System included the usual website builder items as well as ML/AI enhancements to drive ease of use, automation, accessibility, and personalisation.
- Conceived and executed both the strategic roadmap and operational blueprint of the new enterprise platform, resulting in processing over 150M+ user requests per month for 40 enterprise clients and annual recurring revenue (ARR) of \$4M+.

- Led the Partnership Team to formalize a Program extending platform functionalities and increasing value for clients.

Chief Technology Officer, Tribeca Studios

Dec 2014 - Feb 2018, London, United Kingdom

Tribeca Studios, fitness venture leveraging integrated tech to improve customer experience. Raised \$3M. Acquired by DIGME in 2019.

- Designed product and architected the integrated technology solution for all the company's connected experiences including mobile app class booking, on-site custom RFID cashless system for on-site purchases, user check-in, an ipad specific app for in-person experience, and point-of-sale hardware. The system handled ~120k bookings per year.
- Led a 10 person cross-functional agile team in delivering a user-focused multichannel digital experience from the ground up.
- Created an eCommerce and nurturing strategy yielding 15k transactions pre-launch.

Elodie Bouneau Ltd

Digital Ventures Consultant

2012 - 2014, London, United Kingdom

Advised multiple companies on all aspects of building and bringing to market digital products. Selected work below.

- Developed a machine learning algorithm for Cake, a cashless payments app acquired by AMEX in 2018.
- Led product consulting for Fynder.io, a fitness SaaS platform focused on smart scheduling tools.
- Launched eCommerce platform for European Travel Ventures beating year-one sales targets by 160%.

Sycle.net

Sycle, a healthcare proactive management cloud-based SaaS platform. With over 15,000 B2B users daily, it's the #1 system for the US audiology industry. Large clients included Costco, Panasonic, and Starkey.

Director of Product Marketing, Sycle

Sept 2011 - Oct 2012, San Francisco, USA

- Crafted marketing strategy and product roadmap, accelerating the platform's growth across multiple product lines.
- Spearheaded Sycle.net's expansion into the UK and Ireland markets, adapting products to meet local user needs and effectively broadening user base. Conducted comprehensive market research leading to new features and enhancements.

Project Manager

Aug 2010 - Aug 2011, San Francisco, USA

- Led agile teams of 10 members to efficiently manage web builds. Accountable for enterprise projects with budgets up to \$350k.

EDUCATION

Harvard Business School

Management and Business Administration: CORE Program and Management Essentials • Boston, MA, USA • 2017 - 2019

Professional Development: Leadership Coaching Strategies • Boston, MA, USA • 2023

Sciences Po Paris (IEP Paris)

Masters in Marketing and Market Research • Paris, France • 2012

VOLUNTEER WORK

Forbes.com Writer (2023 - Present) • **Monday Girl Mentor** (2023 - Present) • **Toronto Product Management Association Mentor** (2023 - Present) • **APM Faculty & Mentor** (2025 - Present) • **MG Scholarship Fund Donator** (2024 - Present) • **Sciences Po Alumni Canadian Board of Administration and Toronto Chapter Representative** (2017 - Present) • **Startup Advisor** (2016 - 2017) • **WordPress EU Event Sponsors' Coordinator** (2016 - 2017) • **TED Talk Translator** (2016)

SPEAKING ENGAGEMENTS

AI in Canada (2025) • **Code for America** (2022) • **Global Government Forum - Off the shelf and on the money: tech buying frameworks** (2021) • **Forward50 - Making it easy to serve people** (2021) • **CRA Innovation Conference** (2021) • **IPAC - Online, all the time** (2021) • **Digital Nations - Executive Track - Global Innovation** (2020) • **HackerEarth - Working Remotely During The Pandemic** (2020) • **Sciences Po Panelist** (2019 - 2021) • **Lecturer ESCEN Business School, London UK** (2014 - 2015)

LANGUAGES SPOKEN

English • Fluent **French** • Fluent