

Antoine Berthaud

Senior Product Manager · Growth, PLG & B2B SaaS

antoine.berthaud@gmail.com · linkedin.com/in/antoine-berthaud-pm · cv.antoine.berthaud.me

 Nantes, France

 15 years in digital · 10 in Product Management

 Open to Senior / Lead PM roles · B2B SaaS · Nantes, hybrid or remote



Senior Product Manager, **10 years in product**, in **B2B SaaS** (AB Tasty, Everysens) and enterprise settings (SNCF Connect & Tech), **engineer by training**, with four years on the technical side before product. My specialty: **growth** for SaaS products, from onboarding to self-serve monetization. At AB Tasty, I lead the shift from a Sales-Led to a **hybrid model**: business case and roadmap with leadership, two PMs led, a self-serve funnel shipped behind a feature flag. I decide with data (**SQL, Metabase, Mixpanel**) as much as with user interviews.

+15%

Activation rate (AB Tasty)

-20%

Time-to-Value (AB Tasty)

-50%

Entry time (Everysens)

+100%

Conversion rate, ticket retrieval (SNCF Connect)

Experience



AB Tasty

Nantes, France

1,000+ client organizations · 5,000 monthly active users · €50M ARR

TOTAL
3 years

Senior Growth Product Manager

May 2025 — Present · 1 year 4 months

- ☐ **Self-serve funnel shipped to production behind a feature flag**, ready to launch: public sign-up, limited freemium, Hyperline billing scoped end to end (payments, subscriptions, feature access by plan). Launch put on hold after AB Tasty's merger with VWO.
- ☐ **Business case and roadmap for the hybrid model carried to leadership**: moving from a 100% Sales-Led model to one where large accounts stay with Sales and everyone else signs up and pays on their own.

Product Manager

Sep 2023 — May 2025 · 1 year 8 months

- ☐ **+15% activation rate, -20% Time-to-Value**: a qualification engine at sign-up, then a **personalized onboarding** for each user profile.
- ☐ **Mandatory 2FA rolled out to 100% of the user base** in successive waves, paced so Customer Success Managers could support their clients: no activity loss, near-zero support impact.



Everysens

Nantes, France

Product Manager

Apr 2022 — Sep 2023 · 1 year 5 months

- ☐ **-50% entry time, +20% user satisfaction**: technical and functional rework of the entry module, secured with leadership and delivered incrementally, **MVP shipped in under 2 months**.
- ☐ **User adoption and data reliability as the module roadmap's priorities**: transport entry, waybill validation, real-time tracking.



SNCF Connect & Tech

Nantes, France

TOTAL
7 years 3 months

Product Manager

Sep 2020 — Apr 2022 · 1 year 7 months

- ☐ **+100% conversion rate** on the first step of ticket retrieval on Prêt à Voyager: journey reworked from traveler feedback collected on Twitter (daily extraction via Zapier), platform rebuilt in-house.

- ☐ **A shared product mission and vision** for the online-store stakeholders and the marketing team, formalized and communicated.

Junior Product Manager

Aug 2016 — Sep 2020 · 4 years 1 month

- ☐ **From business need to delivery:** workshops and high-level sizing with business teams, roadmap and Story Mapping, User Stories and BDD scenarios, acceptance of delivered features.
- ☐ **Elected lead of the company's Product Management community of practice, 100+ people:** first to hold the role, re-elected for a second term (2 × 5 months). Practice insights, workshops, mentoring 2 to 3 people.

QA

Jan 2015 — Aug 2016 · 1 year 7 months

 **Eurogiciel · Sigma Informatique · Virage Group**
Nantes, France

Java developer, then functional analyst (IT consulting)

Feb 2011 — Jan 2015 · 3 years 11 months

Skills

GROWTH & STRATEGY	Product-Led Growth · Self-serve monetization · Onboarding & activation · Retention · A/B testing & experimentation · Product Strategy · OKR · Roadmapping · Prioritization
DISCOVERY & DATA	Discovery · User Research · Product Analytics · SQL · Metabase · Mixpanel · Segment
LEADERSHIP	Stakeholder Management · Cross-functional Leadership · Mentoring & Coaching
DELIVERY	Agile / Scrum · User Stories & Backlog · Story Mapping · BDD · Feature Flagging / Progressive Rollout · Product Ownership · Project Management · Functional Analysis
TECHNICAL	APIs & integrations · LLM integration (Gemini API) · Generative AI
EVERYDAY TOOLS	Jira · ProductBoard · Figma · Miro · Zapier · Flagship · Akeneo · Postman · Looker Studio · Matomo · Hotjar · Heap

Education, languages & certifications

EDUCATION	LANGUAGES	CERTIFICATIONS
Engineering Degree, Computer Systems, Software & Networks Polytech Nantes · 2006 – 2011	FrenchNative EnglishFluent · working language since 2022 (TOEIC 925/990)	AB Tasty — Fundamentals Certificate