

**Gregory Talon**  
French Digital Strategist  
London - United Kingdom  
27 years old

**+44 7 545 546 566**

[gregory@ymail.com](mailto:gregory@ymail.com)  
[www.gregorytalon.com](http://www.gregorytalon.com)

## Job Experience

Aug 2007 until now  
as employee



### European Product Manager - Internet - London

Responsible of Yahoo! Mail Product Management and its Product Marketing across Europe. Identification of the relevant strategic focus points in order to maximise 20 millions European customers satisfaction (ACSI methodology). Releases deployment across EU, definition and execution of Product Marketing strategy. Key global and European projects lead from business case to Product Development (PRD, mockups...) working with US engineering teams, partners, legal and local marketing teams...

Jan 2007 to May 2007  
as contractor



### Product Strategy Consultant - Internet - Sunnyvale

5 months part-time consulting mission for the former VP Communication and Communities products, Brad Garlinghouse. Recommendation of a product strategy with conceptual mockups in order to maximize Yahoo! users lifetime value. High levels recommendations were actually reflected by Yahoo! current roadmaps (making Yahoo! more social...). Based in Paris, France.

Feb 2006 to Oct 2006  
as employee



### Marketing Manager - Internet / Paris

Responsible of all products promotion across Yahoo! France network including Kelkoo, Meetic (deal). Local deployment of performance marketing model, new methodology definition to maximize ROI from -1% to 412% and to achieve revenue goals respecting business priorities. I started as intern and hired as employee after few months.

Aug 2004 to Jan 2005  
as intern



### Account Executive - Digital Agency of DDB Group / Paris

Supervised the accounts of PMU, GMF, Group Casino and La Poste. Advised, organized, and monitored numerous interactive projects and CRM campaigns. Interacted with customers, set up working schedules, deliverables, and detailed creative briefs.

Jan 2004 to May 2004  
as contractor



### Product Design Consultant - Convera / Carlsbad (California)

Product Design & Product Development Consulting for the new semantic search engine Excalibur. Realization of specifications and executable mockups of a semantic BtoC search engine results experience.

## Education

Oct 2006 to May 2007

### MS in Digital Business Strategy - HEC Paris & Telecom Paris Tech

Graduate student in joint master degree program at **HEC Paris & TELECOM Paris Tech**, France. Awarded thesis about Social networking future.

Oct 2002 to May 2006

### BS Digital Entrepreneurship - Leonardo Da Vinci University Paris

Graduated with honors of **Leonardo Da Vinci University Paris**. Bachelor Degree in E-Business & Project Management. Minor in computer engineering.

## Skills

Product Development  
Project Management  
Product Design  
Application Development  
Language

Agile methodology, PRD, MS visio.  
MS Project, Pert plan, Gantt plan.  
Photoshop, Illustrator, Flash  
PHP, HTML, CSS, JavaScript, Ruby (basic knowledge), Java (basic knowledge)  
French (native-level), English (fluent), Spanish (basics), Portuguese (basics)

## Passions

Music  
Entrepreneurship  
Video & Photography

Drummer for numerous artists. Founder of larecorderie.com and editor for lazylistening.com.  
Founder of 2 entrepreneurship projects: Wapzoner.com which I failed to finance the development & themoneyawards.com which generated enough profit to finance my studies.  
Led a video makers production team during 2 years. Strong interest in photography (E. Olaf, W. Eggleston, G. Crewdson as references)