



François Fletcher

Consultant, Engineer, Entrepreneur

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9 yrs in Consulting, Operations,
Product Management, Marketing



- Product Management incubation program at **Schoolab** (2020)
- Mining Engineering bachelor, i.e. CEC 7, at **McGill University** (2016)



Achievements

- Developed a platform that made benefits and interests LinkedIn Social Impact EMEA
- Upgraded Deloitte's global pricing solution
- Managed the \$600M budget of 41 projects
- Created a microsite used by 500+ clients per year improving Sales productivity by 10%
- Designed a \$15k 3D infographic in 2 days
- Quebec regional champion in triathlon with a 1h10 semi-marathon and 14min45s 5km



Skills

- **Bilingual** French-English
- **Main software:** Figma, Tableau, Editor X, SketchUp, Miro, Retool, AutoCAD, DaVinci R.
- **Coding:** advanced Excel VBA; intermediate in JavaScript, SQL; beginner in AI prompts, Python, HTML, CSS, Fortran, C++
- **Product management:** user research, design thinking and UI/UX, web development
- **Sales:** active listening, portfolio prioritization, pitching, digital marketing optimization
- **Financial modeling:** business planning, statistical analysis, data science, accounting
- **Project management:** short and long-range planning, performance management, cost control, agile methodologies, market research
- **Team-building** skills demonstrated in eight different work experiences in five countries

Work Experience



Account Director - Enterprise Marketing Solutions
LinkedIn · Permanent
Jul 2021 - Present · 2 yrs 3 mos
Dublin, Ireland

Digital marketing consulting for 30 large clients representing \$10M/ yr:

- Conducted a weekly average of 20+ calls, or analysis to understand client objectives to help them plan, and optimize their marketing efforts
- Created an onboarding microsite centralizing 120+ “how to” videos tutorials, and newsletters to save around 5h per week per salesperson
- *Sales attainment:* 107% Q4, 100% H2 FY22 (team average of 91%), closed the first annual contract in France (19 salespeople) worth \$750k
- *Recognition:* Nominated as the top innovator in the EMEA Sales team (300 salespeople), and won his regional team's collaboration prize (70 salespeople) for being its most active team player in H2 FY22



Product Manager and Founder
Mentoree · Self-employed (*being tested by LinkedIn*)
Dec 2019 - Jun 2021 · 1 yr 7 mos
Paris, France

Mentoring platform synthesizing testimonials into custom career guides:

- Facilitated 30+ user interviews, UX research and “design thinking” or “lean startup” deliverables: user stories, lean canvas, A/B testing...
- Built wireframes, prototypes, and 2 advanced websites using Figma, JavaScript and low code tools such as Editor X, Webflow, or Bubble



Analyst to Senior Consultant - Strategy & Operations
Deloitte · Permanent
Sep 2016 - Nov 2019 · 3 yrs 3 mos
Montreal · Toronto · Calgary, Canada; NYC · Philadelphia, USA

Management consulting across 12 projects developing 4 main skillsets:

- *Product management:* Designed a mining app expected to save \$13M/ yr in fuel consumption leveraging an optimal mix of technologies identified conducting 25 user interviews and market research
- *Strategy:* Prepared a pre-feasibility analysis to automate hardware storing centers projecting cash flows from providers' tech and field data
- *Financial modeling:* Managed two senior consultants to upgrade Deloitte's American pricing Excel model into a worldwide tool detailing the P&L impacts of international offerings using advanced VBA coding
- *Project management:* Created the financials tracking Excel model and Tableau dashboards of a \$600M cyber security program of 41 projects



Cost Controller
Areva NP (now part of EDF) · Internship
Sep 2015 - Dec 2015 · 4 mos
Paris, France

Budget review of the Hinkley Point EPR Nuclear power plant:

- Kept a monthly tracking of project costs averaging \$3M/ mo using SAP Ambition and not committing accounting mistakes
- Interacted with the team leaders of each department to draft monthly analysis of their financial KPIs presented to the program leader



Operations Planner
Royal Dutch Shell · Internship
Jan 2015 - Aug 2015 · 8 mos
Calgary, Canada

Operations optimization and data science at a large oil sands deposit:

- Developed an activity tracking Excel model and a map summarizing the planned handling of mining tailings for the next 90 days
- Built a 3-year plan suggesting a sequencing of operations (\$40M and 183Mt of tailings) leveraging VBA, data science, and field observations