

Serge Fontinoy



Digital Product Owner

Digital “devoted” with an extensive experience in complex digital strategy & tactics. I focus on **User Experience** by continuous **product improvement**, on development follow-up (Agile/scrum) and **team empowerment**, supported by my AI co-pilot.

Profile

- My background in marketing & communication, combined with hands-on experience across core digital roles, gives me a **360 perspective** I leverage for managing products with existing teams.
- With deep expertise in key digital domains, I leverage my listening skills and my fast grasp of business challenges to **align strategy and product developments prioritization** (Agile).
- The several companies / projects I created shaped my “**problem solver**” mindset and a strong **professional ethics**.
- Advanced user on key tools like **Jira, Microsoft Suite, Miro, Canva, Power BI**.

Contact

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Born: 09.12.1972
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Languages

French: Native
English: Full prof proficiency
Dutch: A2
German: A2

Main tools

Microsoft suite
Jira / Confluence
Power BI / Full Story
Canva/Gamma
Miro / Figma

Motto

Ask users
Keep it simple
Look at data
Results oriented

Last key achievements

Gaming1 – Customer Engagement Product Manager (May 23 – Nov 25)

For the Belgian, Portuguese and Dutch Online Casino & Sport platforms of the group:

- I managed **the development backlog (Agile method)** to improve the player onboarding journey (Sign-up/in + 5%, Customer support 20 % less calls)
- I designed and led **the Customer Engagement Program** to increase player retention (KPI: + 2%)

ING Daily Banking – Extra banking Services Product Owner (Mar 22 – Apr 23)

For the ING European market:

- I have optimized the ING cashback service through the backlog management follow-up (nearshore). Achieved: + 30 % B2B portfolio & + 10% B2C usage + 10%.
- I enhanced **extra banking value-added services** (cashback services, subscription management, budget management, easy savings, ...).

TotalEnergies – Website and Mobile App Product owner (Jan 17 – Feb 22)

For the TotalEnergies Belgian market:

- I built a **cross selling and selfcare tactic** by revamping the TotalEnergies website.
- I managed the **Mobile application concept and design** with external partners.
- As **team lead**, together with my experts:
 - I have **prioritized and followed up the development backlog** to elevate delivery quality across all digital assets and strengthened team collaboration
 - I defined **sales, self-care and retention KPIs** with related action plan. I managed SEA budget.

Test-Achats - Digital Product Owner (Jan 15 – Dec 16)

Our team built up Test-Achats members **awareness around sustainable energy related costs and benefits**.

- I led the **website creation development** around domestic sustainable energy.
- I set-up an online auction for solar panel purchase group and an e-commerce platform to sell Led lamps.

K Company - Partner - Head of Account & PMO (Feb 09 – Dec 14)

K Company was an Internet, e-business & Enterp 2.0 consulting company I managed with 2 partners:

- I was **leading a team of 10 experts** (mix of Developers, Business analysts and Project Managers).
- Key projects for: Belgian and Walloon Government, D'ieteren, Euromut, Lampiris, EU Parliament.

Digital Key expertise

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|-------------------------|--|
| Product | Digital Product Manager across major Companies. Stakeholders management. |
| PMO | Program and Project management - proven experience via AGILE / SCRUM methods + AI |
| KPIs | Data and KPIs driving digital strategy and tactical roadmap. Good Business Cases. |
| User Experience | UX / UI deep knowledge with a design thinking approach. |
| Acquisition / retention | Set-up of eMarketing campaigns (awar., lead gen or convers.) & Gamification ecosystem (certified). |
| Analysis | Business Analyst (Stories, flows, prototype, backlog grooming, dev follow-up with agile/scrum, tests). |
| Content | Very good knowledge on SEO/SEA related issues and performance-driven content. |

Background & Education

- Design thinking for Innovation (Grade achieved 100%) - University of Virginia Darden School.
- Gamification (Grade achieved 78,3%) - University of Pennsylvania - The Lauder Institute.
- Structured Project Management - Prosource nv.
- Negotiation and Project Management.
- Chateau Massart - Chef de Pub 1993 - 1994
- Haute Ecole Province de Liège – Communication – 1989 – 1992

Hobbies – interests - personal projects

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| Digital for all Package « eWise » Founder | eWise www.ewise.pro is a web package modelized for craft, self-employed and SMEs to get an efficient and cost-effective online presence. |
| Biodiversity and climate Project « My Planet » Co-Founder | My Planet www.my-planet.be guides us to the most beautiful wildlife encounters and the most spectacular natural phenomena on the planet. It raises travelers' awareness of the importance of biodiversity and encourages eco-responsible travel. |
| Fan of Music / Culture Mobile app "Tonite" Co-Founder | tonite https://contactewise.wixsite.com/tonite or "tonight in town event", is a mobile application that sells tickets for the best cultural events in town tonight, and the next 2 days . Created with Jean-Charles Santini (Band St André) & Martin Grasser (Twitter UI), tonite is now looking for new partners |
| Etymology Collective « A tire la rigolo » Founder | The collective " A tire la rigolo " www.a-tire-larigolo.com chases, catalogs and studies all the authentic transformations of French expressions. By tracing the etymological journey of an expression, we aim to pinpoint with much greater precision when, how, and why this metamorphosis occurs. |