Anthony Peguet

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SUMMARY

Startup founder and product leader scaling AI-powered platforms from 0-to-1, leveraging data-driven decision making and cross-functional leadership. Expert in turning market analysis and user insights into strategic roadmaps that drive growth and impact.

WORK EXPERIENCE

School Rebound - Co-Founder & COO / Head of Product | Lausanne, Switzerland | Jul. 2020 – Jun. 2025
EPFL (Swiss Federal Institute of Technology) spin-off developing Dynamilis, an AI-powered educational iPad app, achieving 200K+ downloads and helping tens of thousands of children worldwide with handwriting difficulties.

- **Product Leadership**: Directed multi-year product strategy through user behavior analysis and market research, evolving app from MVP to top 5% retention in educational apps through hypothesis-driven feature development and A/B testing.
- **Cross-Functional Leadership**: Built and managed 10-person cross-functional team (engineers, AI/ML, design) with OKRs and performance metrics, ensuring alignment between technical capabilities and business objectives.
- **Data-Driven Growth Strategy**: Analyzed user acquisition funnels and cohort behavior to optimize onboarding, achieving conversion rates in top 10% for educational apps through experimentation and external market benchmarking.
- **Strategic B2B Market Expansion**: Evaluated European education markets through competitive analysis and stakeholder interviews, securing partnerships with 50+ schools across 5 countries via targeted go-to-market strategy.
- **0-to-1 AI Product Innovation**: Transformed complex handwriting recognition research into a scalable consumer product by analyzing technical feasibility, market opportunity, and user needs to define product-market fit strategy.

Flyerz - Co-Founder & Head of Product | Évian-les-Bains, France | Sep. 2014 – Jul. 2020
Flyerz was an event discovery platform serving French and Swiss markets, recognized among the top apps in the region.

- **Market-Driven Product Leadership**: Analyzed competitive landscape and market opportunities to build one of France/Switzerland's leading event discovery platforms, achieving 10M+ event views and 97% regional coverage, significantly outperforming competitors (60%).
- **Viral Growth Strategy**: Designed and executed pre-launch campaign generating 300K signups in 48 hours through growth hacking techniques on social media, establishing strong market presence before launch.
- **Product Strategy & Optimization**: Achieved 90% weekly active user rate by analyzing user engagement patterns and implementing personalized recommendation algorithms, significantly outperforming industry benchmarks.
- **Strategic Business Model Pivot**: Led strategic transition from B2C to B2B model through market analysis and financial modeling, scaling API business serving event data to transportation and media partners.
- **Technical Product Leadership**: Designed and developed the iOS application with focus on intuitive UX/UI while coordinating Android development, ensuring consistent user experience across platforms through user testing.

Honeywell - Business Developer | Annemasse, France | Apr. 2013 – Sep. 2013
Industrial automation and hydraulic systems division, $4B+ global revenue company.

- **Service Innovation:** Developed a customer training program that increased product adoption rates.
- **Market Research:** Conducted 20+ client interviews uncovering key pain points that informed product roadmap decisions.
- **Customer-Centric Insights:** Delivered market analysis shaping product updates and go-to-market strategy for new product launches.

EDUCATION

IAE School of Management	**2012-2014**
Master of Business Administration & Management	Grenoble, France

Joseph Fourier University	**2009-2012**
Bachelor's Degree in Computer Science	Grenoble, France

SKILLS & TOOLS

Strategy & Analytics: Product strategy · Market analysis · Competitive analysis · Business model development · Strategic roadmapping · Go-to-market strategy · Hypothesis development & testing · Cross-functional strategy execution · Stakeholder management

Data & Analysis: SQL · Data analysis · Cohort & funnel analysis · Retention / churn analysis · A/B & multivariate testing · External data source evaluation · Performance benchmarking · Google Analytics · Mixpanel · Amplitude

Product & Development: Product discovery & validation · User interviews · Product-market fit · UX/UI design · Prototyping · 0-to-1 product development · Agile / Scrum · Prioritization frameworks (RICE, MoSCoW) · VSCode · Cursor · Xcode · NextJS · MongoDB

Collaboration & Tools: Figma · Miro · CapCut · Notion · Asana · Trello · Jira · Confluence · Canva · Photoshop · Framer

Languages: French (native) · English (fluent) · Spanish (basic)

INTERESTS

4x/week fitness routine and seasonal alpine sports · 5+ years mastering French pastry techniques · Game theory & strategic decision-making (500K+ online poker hands played) · Read 15+ productivity/growth books per year