

# SAMUEL LAFONTAINE

Seasoned technical marketer and product manager with 7+ years of experience driving growth for software companies. I excel in technical environments, leveraging a data-driven mindset to understand customer behaviour and develop strategies for user engagement, retention, revenue and expansion.

## Experience (Currently on paternity leave until 08/24)

### Growth Marketing Lead • Designstripe

12/22 - 11/23

- Led product growth initiatives aimed at enhancing usage, retention, and revenue.
- Owned the growth tech stack – oversaw tools such as Customer.io, Segment, Webflow and Zapier.
- Owned customer analytics to ensure we kept a pulse on our users and always had sound data.
- Rebuilt our new website with Webflow and 3x'ed conversion rate.
- PM'ed our new billing product, which led to a 50% increase in free-to-paid conversions.
- Planned & led a large cross-functional project including 8 stakeholders for the product relaunch.
- Built a tracking plan from scratch with Segment and managed its implementation with 1 engineer.
- Built and maintained several dashboards in Mixpanel to track user behaviour.

### Head of Growth • Weld

06/21 - 11/22

Joined Weld as employee #1, when the company was pre-revenue and had no customers. When I left, the company had grown to 30+ employees, serviced 50+ customers and had reached \$7-digit ARR.

- Built our brand from the ground up (style, tone of voice, positioning, messaging, brand identity).
- Hired, trained and managed 3 team members.
- Responsible for creating and executing on our inbound marketing strategy.
- Took our website from 0-8000 monthly visitors in 12 months through SEO and brand awareness.
- Planned and ran several campaigns: PR, Product Hunt, podcast appearances, guest blogging, etc.
- Grew our social media following to 2500+.
- Ran our inbound marketing strategy and generated 500+ leads and \$100,000+ in pipeline.

### Product Manager, Growth • Pleo

11/17 - 06/21

Joined Pleo pre-series A as employee #30. I left nearly 4 years later, when the company had grown to over 350 employees, had expanded to several countries and had become a unicorn.

#### Product Manager, Growth • 10/20 - 06/21

- Reporting to the Marketing Director, I led a team of 5 engineers and 1 designer.
- Set the vision and roadmap for our team.
- Prepared sprints, sprint kickoffs, retros and workshops.
- Led product discovery, engaging in meaningful conversations with departments and customers.
- Responsible for building a new sign-up funnel that increased conversions by 50%.
- Increased website conversions by 30% with a new navigation menu.
- Built a range of tools and micro-sites like the [ROI calculator](#), [expensepolicybuilder.com](#) and the [Expense Report Generator](#) that created top-funnel awareness and generated 100+ leads.
- Built an experimentation framework to allow for rapid and frequent testing.

#### Product & Growth Marketing Specialist • 01/19 - 09/20

- 5th marketing hire and 1st product marketer, responsible for starting the PMM practice.
- Created our Product Marketing playbook and planned and ran 10 product launch campaigns.
- Built Pleo's first referral program – generated 500+ leads and added more than €75K in ARR.
- Built in-app and email messaging campaigns to enhance and speed up product adoption.
- Built an automated product review process which led to a 20% MoM increase in product reviews.

#### Entrepreneur in Residence & Data Analyst • 11/17 - 12/18

- Employee #30. Responsible for launching Pleo Marketplace – vendor deals for Pleo customers.
- Signed 20+ cross-industry vendors to Pleo Marketplace.
- Led Pleo's expansion into Germany and Sweden, signing our first 40 customers in these markets.
- Launched the Data Analytics department with a colleague.
- Built 100+ dashboards in SQL for the CS, Product, Sales and Marketing teams.

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## Skills

### Tools

Linear, Webflow, HubSpot, Notion, Excel, Amplitude, Metabase, Github, Clearbit, Segment, Figma, Vercel, Google Analytics, Mixpanel, Stripe, ChatGPT, Customer.io, Zapier

### Coding Languages

JavaScript, Typescript, React, Next.js, HTML, CSS, SQL

### Soft Skills

Product Management, Communication, Data Analysis, Copywriting, Marketing Automation, Product Strategy, Team Management

## Education

### MSC in Innovation Management

Copenhagen Business School (2015-2017)

### Exchange Semester

City University of Hong Kong (2014)

### B.B.A, Finance & Marketing

HEC Montréal (2012-2015)

## Languages

- French – Native
- English – Native
- Swedish – Intermediate

## Interests

- Running
- Reading
- Traveling
- Hockey
- Fishing
- Scuba Diving
- Coding
- Cooking
- Cycling
- Urban Planning
- Personal finances