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

- 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

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.

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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

06/21 - 11/22

12/22 - 11/23

- 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 <u>ROI calculator</u>, <u>expensepolicybuilder.com</u> and the <u>Expense Report Generator</u> 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.

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

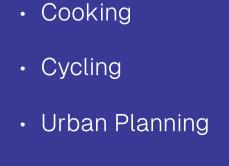
- French Native
- English Native
- Swedish Intermediate

Interests

- Running
- Reading
- Traveling
- Hockey
- Fishing
- Scuba Diving
- Coding

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.



• Personal finances