

François Guay-Marceau

Data-informed Product Manager | SaaS

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Experienced product management professional with 4+ years of experience in B2B SaaS. Focused on data-driven decision-making, I work to make product strategies that focus on company goals and arduous customer and market research to deliver products that help users improve in their day-to-day work. I pride myself on my product intuition allowing me to drive results within 3 to 6 months.

WORK EXPERIENCE

Self-employed, Vancouver, Canada

February 2025 - Present

Innovator and Data Analytics Consultant

- Prototyped 5 AI powered products using AI vibe coding tools
- Analyzed and implemented a data analytics strategy including NLQ for a client that saw a 30% increase in data usage

Dialog Insight, Montreal, Canada

May 2020 - January 2025

Canadian B2B SaaS company specializing in hyper-personalized relational marketing and marketing automation

Product Leader

2023 - 2025

- Implemented data-informed practices by adding user analytics, session replay, MRR reports and feature adoption metrics
- Streamlined product development procedures for a 70% increase in features developed with only 17% resource growth
- Drove interdepartment alignment with CSM, Sales and Support resulting in greater stakeholder collaboration and vision buy-in

Product Manager

2020 - 2023

- Planned and communicated roadmaps for over 30 major features like Sendtime optimization and AI recommendation
- Designed in partnership with developers and designers features that decreased time-spent by users by 12%
- Oversaw the development and QA ensuring 75% of features were delivered on-time and communicating changes to timelines
- Orchestrated product launches ensuring that Marketing, Support and CSM mastered the feature to increase early adoption
- Iterated on features through qualitative and quantitative customer research

Hamilton Golf and Country Club, Hamilton, Canada

April 2015 - November 2019

Golf Operation Employee

- Offered personalized service to more than 500 club members and visitors improving member satisfaction and retention
- Lead a team of 7 during the 2019 RBC Canadian Open insuring comfort and positive experience for PGA pros and staff

EDUCATION

McGill University – Desautels Faculty of Management, Montreal, Canada

September 2017 - April 2021

Bachelor of Commerce - Major in Information Systems and Concentration in Accounting

Electives focused around Data Analytics, BI and Machine Learning

LEADERSHIP AND EXTRACURRICULAR

Bolt Bootcamps, Montreal, Canada

Participant "Discover Azure Challenge" bootcamp

November 2018

- Discovered Microsoft Azure gaining valuable knowledge on visual and speech recognition, and cloud infrastructure and services
- Developed an AI solution using Azure to create lecture recordings adapted to students with disabilities placing 5th of 10 teams

Participant "Be Present" bootcamp

February 2021

- Learned the basics of React and Figma gaining valuable knowledge on interface design and construction
- Developed an app that connects people to attend events in their area using Ticketmaster and Google APIs finishing runner-up

Product Camp Vancouver, Vancouver, Canada

April 2025

Volunteer

- Helped with registration connecting with over 20 different Product professionals in the Vancouver area

SKILLS AND INTERESTS

Language proficiency: French and English (Native)

Product skills: Miro, Azure DevOps, Aha!, Jira, Excel (Expert), Clarity, Amplitude

Tech skills: Google Cloud Platform, Microsoft Azure Platform, SQL (Proficient), Python, JavaScript (Intermediate)

Interests: Hockey, Golf, Boxing, Technology, Gaming