

Edgard Mbayen Mbayen

Senior Product Manager, AI Platform & Developer APIs

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PROFESSIONAL SUMMARY

Product manager with 10+ years shipping platforms and APIs that banks and their developers depend on. At Croesus I owned a portfolio management platform used by thousands of advisors, shipped a multi-custodian system that added \$1.5M in annual recurring revenue, and put an NLP search feature in front of real users that cut criteria-generation time 70%.

Since 2025 I build and run trading bots that act on their own inside thresholds I set, which is the question every automation buyer asks: when does the software act, and when does it stop and ask a person. I write the Python myself and have spent years inside regulated financial institutions learning what their risk teams need to see before anything ships.

WORK EXPERIENCE

Trader / Product Builder (Trading Infrastructure) – 09/2025 – Present

EMB | Montreal, Quebec, Canada

- Runs systematic strategies across derivatives, futures and on-chain perpetuals (Hyperliquid), adjusting parameters daily from live PnL and execution feedback.
- Built arbitrage bots that run **unattended across multiple EVM chains**, handling settlement latency, transfer finality and pricing inefficiencies.
- Wrote the Python for market data ingestion, backtesting and real-time position monitoring, including the thresholds that halt a strategy on their own when a limit is crossed.
- Built a **17,000+** audience of retail investors, a daily read on how people talk about money and risk.

Senior Product Manager – 01/2022 – 06/2025

Croesus | Montreal, Quebec, Canada

- Owned product strategy for an institutional portfolio management platform used by thousands of advisors at major North American banks, directing a **\$3M+** development budget and aligning engineering, security, legal, compliance and go-to-market behind one roadmap.
- Shipped a multi-custodian platform covering custodian integrations, provisioning, settlement and reconciliation paths, access controls, identity flows and audit trails, adding **\$1.5M in new ARR**. Every new custodian meant new settlement rules, new reconciliation logic and users who would notice within a day if a number was wrong.
- Put an ML feature into production: an NLP-powered search that cut criteria-generation time **70%** and became the year's highest-adoption feature. Chose the model with engineering, set the latency budget and designed a surface reviewers would trust.
- Built the product practice for 20+ Product Owners and designers across four product lines: standards, delivery rituals, story-quality frameworks and coaching. Delivery velocity rose **38%** and NPS improved **35 points**.
- Automated PRD and discovery workflows with AI tooling, raising team output by roughly **30%**.
- Ran discovery with the portfolio managers whose capital was at stake and personally led the ambiguous 0-to-1 work as the cross-squad escalation point.

Senior Product Manager (APIs & 0-to-1 Products) – 07/2020 – 12/2022

Alithya | Montreal, Quebec, Canada

Desjardins (Financial Services APIs Platform)

- Delivered secure internal APIs for one of North America's largest financial institutions, balancing compliance, scale and developer usability; owned roadmap and epics across Program Increments in SAFe.

GoTest (0-to-1 Test Automation Platform)

- Led product creation from discovery through MVP to **1,000+ customers in three months**, with 10% month-over-month revenue growth and **85% retention**.

Product Manager (Platform Transformation) – 03/2018 – 06/2020

SweetIQ | Montreal, Quebec, Canada

- Replaced manual back-office workflows with an API-driven platform: operating costs down **50%+**, support volume down 35% and SLAs 200% faster.
- Built the roadmap from product data (Mixpanel, Google Analytics, Intercom), customer interviews and workshops with the Directors of Customer Success, Architecture and Sales.

Product Manager – 10/2016 – 08/2017

Brains | Paris Area, France

- Shipped a new mobile app for UGC, one of Europe's largest cinema groups, lifting the App Store rating from **1.5 to 4.5 stars** and cutting support requests 20%.

Mobile Product Manager – 11/2014 – 09/2016

PureAgency.com | Paris Area, France

- Shipped 0-to-1 iOS, Android, Xamarin and Apple Watch apps for Cdiscount and LCL Private Bank, and contributed to **4 pre-sales wins** with teams across France and Serbia.

EDUCATION

Master, Software Engineering and Management

EFREI, École Française d'Électronique et d'Informatique | 2007 – 2013

Master, Information Engineering and Management

Jönköping University | 2011 – 2013

SKILLS & LANGUAGES

AI & Automation: NLP feature in production (model choice, latency budget, human-review surface), AI-assisted PRD and discovery workflows, Claude Code, ChatGPT, Gemini

Platform & APIs: API design and developer usability, partner and custodian integrations, provisioning, settlement and reconciliation, access controls, identity flows, audit trails, system architecture

Product & Strategy: 0-to-1 products, discovery with enterprise and regulated customers, revenue-driven roadmap, OKRs, RICE/WSJF, Agile/Scrum/SAFe

Technical: Python (backtesting, market data ingestion, real-time monitoring, automation), unattended systems with automatic halt thresholds

Trading & Crypto: Derivatives, futures, on-chain perpetuals (Hyperliquid), EVM arbitrage, latency-aware execution

Languages: French (Native/Bilingual), English (Full Professional), Spanish (Elementary)

Tools: JIRA, Confluence, Productboard, Asana, Mixpanel, Google Analytics, Intercom