

# DELPHINE RACOUPEAU

HEAD OF OPERATIONS



## info

### First Name

Delphine

### Last Name

Racoupeau

### Nationality

French

### Location

West Beach, Cape Town

### Visa

South African Permanent Residence



## contact

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## profile

I'm a dedicated IT Operations Manager and Agile Coach with 8 years of team leading experience and sound technical knowledge.

Self-motivated and solutions-oriented, I am recognised for my ability to build successful teams and for my commitment to getting things done.

Guided by Agile and Lean principles, I aim to maximise the business value of the development team efforts.

## skills

Agile Project Management with Scrum & Kanban

Recruitment, Retention of Key Talents and Performance Management

Agile Coaching

Financial Reporting and Profitability Improvement

Business Analysis

Web Development

Languages: English,  
French (native),  
Spanish

## areas of expertise

Web and Mobile Application Development, E-commerce, Ticketing

## work experience

- Double Eye** HEAD OF OPERATIONS March 2017 - Present  
Software Development House  
Cape Town  
I am leading Double Eye's Agile transformation, and I strive to build a culture where people are empowered and enabled to do their best work. I developed an Agile Software Development Proposal, as a starting point for a collaborative approach to responding to client's changing needs. I coach the Project Admins, who now take on the role of Scrum Master and assist clients in performing the role of Product Owner. I take a new approach to resource allocation, aiming at assigning projects to teams. I gather and examine financial data to improve profitability. I keep track of staffing requirements and hire new talent as needed. Finally, I'm working on replacing annual performance appraisal with continuous feedback.
- Methys** OPERATIONS MANAGER February 2015 - February 2017  
Digital and BI/EPM Service Provider  
Cape Town  
2 years  
I was responsible for the Digital Agency day-to-day operations, resource management, project delivery and profitability. I restructured the development team and initiated Methys Agile adoption, implementing Scrum to manage projects and Kanban for support and maintenance agreements. I implemented Jira to replace the different software previously used to assign development tasks, track bugs, log time, manage UAT and SLAs. I also developed a web application using Jira API to report on time spent per project & client which significantly enhanced support and maintenance retainers monitoring and enabled project reporting. Finally, I was in charge of recruitment and worked closely with the Managing Director to strengthen the team and meet business targets.
- Digitick** DISTRIBUTION NETWORK MANAGER January 2010 - December 2014  
Ticketing System and Distribution Network (Vivendi Group)  
Marseille  
5 years  
Initially in charge of online marketing, I was promoted after two months to manage the team in charge of event organisers support, and later customer service. I was also responsible for the delivery of Digitick web and mobile applications roadmap. I optimised the processes and tools to increase the teams' performance and reduce their dependence on the IT team, increased digitick.com conversion rate (+2 pp) and reduced customers complaints. As Digitick acquired Infoconcert and zePASS, I took the lead of a team working across all three products. I also worked as a PHP developer during three months to validate my programming certificate.
- Altics** JUNIOR WEB CONSULTANT March - August 2009  
Lyon  
6-month internship  
I assisted companies to launch or re-design their website (information architecture, wireframes, content and SEO strategy) and delivered actionable recommendations to increase E-commerce sites conversion rate.
- Sierra Marketing** ONLINE MARKETING INTERN July - December 2008  
Sydney  
6-month internship  
I designed and developed promotional websites as well as increased websites traffic through SEO and online advertising.
- Digitick** ONLINE TICKET SALES AND MARKETING ASSISTANT July - December 2008  
Marseille  
3-month internship  
Digitick was the e-ticket pioneer in France. I joined them in their early days and was in charge of assisting the event organisers in setting up their event and monitoring sales, customer service and online marketing.

## diplomas & certifications

- CERTIFIED SCRUM MASTER** - Scrum Alliance 2014
- WEBSITE PROGRAMMING CERTIFICATE** - CNAM, Aix-en-Provence 2014  
Web Development (HTML, CSS, JavaScript, Object Oriented PHP, MVC Architecture), MySQL Database Management, Web Server's Administration, Web Design
- MASTER'S IN MANAGEMENT with honours** - Toulouse Business School 2010  
Common Core Curriculum: Project Management, Finance, Sales, Marketing, Data Analysis, Logistics, Law, HR Management, Corporate Strategy. Major: E-commerce, E-marketing, E-business
- BACALAUREAT (High School Diploma) with high honours** - Lacodaire High School, Marseille 2004