

ALEXANDRE PRATE

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PROFESSIONAL SUMMARY

Award-winning Senior Product Manager / Product Owner with 25+ years of experience leading customer-facing digital products, mobile and web platforms, and complex transformation programs across EMEA, APAC, and global markets.

Proven ability to define product vision, roadmap, and success metrics in ambiguous environments, while partnering closely with Design, Engineering, Analytics, Research, and senior stakeholders to ship high-impact experiences. Deep expertise in mobile product development, experimentation, AI-enabled products, organisational design, and data-driven decision-making.

Strong track record of turning broad business ambition into executable roadmaps, with experience in discovery journeys, personalised experiences, and technology innovation across travel-adjacent (eco villages), energy, financial services, and consumer ecosystems.

Avid traveller with firsthand experience across more than 50 countries.

CORE STRENGTHS

- Mobile product management and UX-heavy digital experiences
- Discovery journeys, exploration flows, and personalised experiences
- Product vision, roadmap definition, and 0-to-1 product development
- Iterative, user-centric design grounded in continuous feedback
- Experimentation, A/B testing, metrics design, and funnel optimisation
- AI-powered product capabilities, conversational interfaces, and automation
- Cross-functional leadership across Engineering, Design, Analytics, and Research
- Stakeholder management, executive communication, and alignment
- Customer research, behavioural insight, and validated solution design
- Technical collaboration and product/engineering trade-off management
- Agile delivery, governance, and continuous improvement

AWARDS & RECOGNITIONS

- EarthShot Prize 2024 Nomination
- MIT Solve Challenge 2024 Semi-Finalist
- RESPOND Accelerator Program, BMW Foundation Herbert Quandt
- Webby Global Design Award – Best Visual Design
- AIVA Global Design Awards – Gold and Silver awards

- Featured in 140 Countries on the App Store by Apple Inc. (iOS & Apple Watch)

PROFESSIONAL EXPERIENCE

HYPHA ENERGY | Renewable Energy Sharing Ecosystem | Amsterdam

Senior Product Manager & Digital Roadmap, Organisation Design, Value Models

January 2024 – Present

Co-founded and scaled a blockchain-based decentralised energy experience - mobile and web - and ecosystem that enables local energy hubs and communities to share and trade renewable energy peer-to-peer. Led product, organisational design, and value model development for a long-term vision built around participatory, distributed, community-driven energy networks.

Key achievements

- Defined the digital product vision, roadmap, and operating model for a platform designed to support local communities and energy hubs at scale.
- Designed mobile and web experiences to help users explore, understand, and engage with local energy opportunities through clear, structured journeys.
- Developed governance, tokenisation, and incentive frameworks to support decentralised participation and scalable ecosystem growth.
- Managed multi-stakeholder alignment across investors, technical partners, regulatory bodies, community members, and prospective utility and financial partners.
- Designed and validated blockchain use cases for energy sharing, settlement, and community governance.
- Established business model and go-to-market frameworks for ecosystem adoption and long-term value creation.
- Defined product and technical roadmaps for platform implementation, balancing user needs, governance requirements, and delivery constraints.

EURONEXT | Amsterdam

Senior Product / Service Innovation Consultant, Group Data Innovation & Monetisation, Change Management, Governance

September 2024 – July 2025

Advised executive leadership on data product innovation, AI integration, monetisation strategy, and operating model design to align data capabilities with corporate strategy across the data value chain.

Key achievements

- Created 30+ new high-value data services using rapid, customer-centric product design and iterative validation.
- Designed and deployed AI-assisted collaboration and automation tools across teams to improve productivity and delivery.
- Orchestrated a change management plan engaging 50+ stakeholders through workshops, feedback loops, and iterative design cycles.
- Conducted 20+ innovation workshops with data business units, translating technical complexity into clear product and business value propositions.
- Built contribution accounting protocols and inter-company data collaboration agreements to support scalable value creation.
- Delivered an innovation training programme to strengthen entrepreneurial thinking and product ownership across teams.
- Achieved 20% of projected three-year revenue targets within the first five months of operations.

HYPHA | Intelligent Organisation | Sydney, Amsterdam

Senior Product Manager & Digital Roadmap, Organisation Design, Growth Strategist
February 2019 – Present

Co-founded a human-first, AI Agentic enabled, blockchain-based venture model through a digital experience - mobile and web - focused on distributed governance, tokenised incentives, and impact ecosystem investing. Led product strategy, roadmap, market positioning, and ecosystem growth for a platform designed to scale regenerative solutions across communities and geographies.

Key achievements

- Defined product vision, roadmap, and business model for a decentralised platform supporting collaboration and participation across distributed networks.
- Designed AI Agentic and blockchain governance frameworks and tokenomics strategies to support incentive alignment and ecosystem growth.
- Led product development, market positioning, customer acquisition, and professional services.
- Managed stakeholder relationships across investors, ecosystem partners, and user communities.
- Implemented continuous feedback loops and iterative design processes to improve the product and user experience.
- EarthShot Prize 2024 nominee; MIT Solve Challenge 2024 semi-finalist.

REALIFEX | Sydney, Amsterdam

Award-Winning Digital Product Innovator, Wellbeing Intelligence Expert
June 2014 – Present

Founded and led a global well-being intelligence venture delivering mobile and web experiences for individuals, coaches, and organisations. Built personalised, data-driven digital journeys across more than 140 countries and 350,000 users.

Key achievements

- Designed and launched mobile and web applications focused on personalised experience delivery and behaviour change.
- Led product innovation that earned a Webby Award and four global design awards.
- Contributed to an Apple Watch app selected for Apple's inaugural cohort and featured on the U.S. App Store homepage and in 140 countries.
- Managed global teams and cross-functional product development efforts.
- Drove strategic partnerships, go-to-market expansion, and platform growth.

Additional impact areas

- Delivered and scaled personalised financial wellbeing experiences across three ventures that collectively raised A\$35M.
- Led major transformation programmes for Commonwealth Bank and BUSSQ, achieving 200% advice growth, 30% more referrals, 50% lower operating costs, and 4.45/5 satisfaction.
- Created a healthcare mobile and web solution delivering condition-specific well-being journeys through intelligent in-app coaching and research-backed behaviour change design.

SEEDS | Regenerative Economic System & Currency | Sydney, Amsterdam

Senior Product Owner, Program Manager, Organisation Design

January 2019 – December 2024

Co-created and scaled SEEDS, a blockchain-based regenerative economic system with decentralised governance and native tokenised currency through a web and mobile experience, growing an international community and ecosystem across countries, languages, and partner organisations.

Key achievements

- Defined product vision and roadmap for decentralised applications - web and mobile - and ecosystem participation.
- Designed tokenomics and governance mechanisms for a regenerative economy model.
- Led product development and market launch strategy for the platform.
- Built partnerships and growth pathways across a global ecosystem of users and organisations.

LOADED TECHNOLOGIES | Sydney

Head of Consulting

November 2012 – February 2015

Led a consulting practice delivering digital transformation and technology strategy services to enterprise clients, managing large engagements and growing consulting capabilities.

Key achievements

- Managed client engagements for enterprise system implementations and organisational change.
- Directed consulting teams in delivering complex transformation programmes.
- Developed strategic technology roadmaps for APAC enterprises.

CRM ADVISE | Paris

Consulting Managing Partner

November 2004 – July 2012

Founded and built a management consulting firm specialising in Customer-centric experiences and systems as well as business transformation, growing the business to 25+ consultants and more than €5M in annual revenue.

Key achievements

- Led executive client relationships, business development, and consulting delivery.
- Delivered customer strategy and transformation programmes across insurance, mobility, retail, telecom, public sector, and finance.
- Built consulting frameworks, methodologies, and customer strategy business units for enterprise clients.

CGI | Paris

Consulting Manager

January 2000 – October 2004

Managed consulting engagements for large-scale IT and business transformation projects.

Key achievements

- Advised senior executives on digital transformation and technology strategy.
- Delivered solutions in systems integration, data management, and organisational change.
- Led teams of 5–20 consultants on complex, multi-million-dollar engagements.

EDUCATION

MSc, Innovation, Strategy and Entrepreneurship

HEC / Grenoble School of Management, France

Double BA Honours, First Class, European Business Administration

NEOMA Business School, France

Middlesex University, London, United Kingdom

ADDITIONAL INFORMATION

- Languages: English (fluent), French (native)
- Location: Amsterdam, Netherlands
- Available for frequent international travel and on-site client engagements
- Active Member: BMW Foundation Responsible Leaders Network