Pierre-Henri Medas

Bicycle Product Manager



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Nationality: French
Residence: Switzerland
46 years old (29 September 29th 1978)
Married
Swiss driving license for car and motorbike (A & B)

Profile

Bikes are more than a passion — they're my way of life. I'm committed to sharing that energy with riders by creating, offering advice, technical support, and new experiences.
With a strong background in product management, marketing, and retail, combined with technical expertise and Quality Management training, I focus on innovation and delivering real value to riders.

Work Experience

Since 2022	**BMC Switzerland A.G. - Switzerland** Senior Product Manager, Product Marketing
June 2014 – Oct 2020	**Specialized Bicycle Components – French Spoken Markets** SBCU Instructor & Retail advisor
July 2012 - May 2014	**MEDAS SA (Optical instruments) – France** Managing Director
Nov 2010 – May 2012	**SELLE ROYAL S.p.A. – Italia** fi'zi:k Brand Product Manager
Feb 2005 – Oct 2010	**Giant Bicycle – Taiwan ROC** Global Category Manager Road

Education

2015	**Specialized Bicycle Components – California, USA** Body Geometry Fit - Certified Fitter
2011	**Slowtwitch.com – California, USA** F.I.S.T. Certified Tri Bike Fitter
1999-2000	**IEQT – Vichy (03)** Quality Management degree.
1997-1999	**Lycée LAFAYETTE - Clermont-Ferrand (63)** Advanced Technician Certificate – Mechanical engineering and Production management
1996	**Lycée Paul CONSTANT – Montluçon (03)** Bachelor of education - Mechanical engineering

Languages

- Francais (mother tongue)
- English (fluent)
- Italiano (intermediate)

IT Skills

- Website design, HTML, PHP, ASP and SQL coding.
- Advanced skills with MS Office 365 (Word, Excel, PPT)
- Great skills with : Adobe Creative Suite
- Experienced with 3D software such as SolidWorks, OnShape and Blender

Hobbies

- Sports
  - Cycling: MTB and Road.
  - Former International Triathlete
  - Speed motorcycle (on racetrack)
  - Winter sports (snowboard and ski)
- Digital imagery: photo, video, animations.