

Maxime Roux

Co-founder & Managing Director, Ostrea

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Founder and Managing Director who built an industrial startup from zero to **25 people** and **€9M raised**. Previously ran **Google's** startup acceleration program and led strategic partnerships for **Pinterest** France, designing tiered engagement programs for founders, media and creators. Worked on conversational AI before LLMs; now builds with Claude Code daily.

BUILDING WITH CLAUDE

- **Executive dashboard.** Self-built macOS app consolidating CRM and sales-team KPIs: automated revenue projections from the live pipeline, project delivery tracking, weekly inbound-lead analysis and the team-review cadence.
- **Team tools, shipped on Cloudflare.** Multi-user prospecting CRM, an automated email outreach engine, and a collaborative project-management app, all in production with the team.
- **Day-to-day.** Business plans and detailed projections for investors, internal data analysis and investor reporting, Board and exec-committee decks, market research and prospect files, internal and external documents.

EXPERIENCE

Ostrea — Co-founder & Managing Director

Paris & Rennes · 2022 – Present

Industrial startup turning ~260 tonnes of shellfish waste a year into 10,000 m² of mineral surface material

- Built the company from zero to **25 people**, **2 offices** and **€1M annual revenue**, delivering **300+ projects** every year for architects and brands.
- Raised **€9M cumulative**: €1.2M seed, a €5M Series A extended to €7.5M, and public funding. Ran sourcing, narrative, data room and negotiation directly with French VCs and Bpifrance.
- Launched a **5,000 m² industrial plant** near Rennes in 2025, with **30,000 m² of production capacity a year**.
- Built the commercial organisation from scratch: French and international distribution, architecture prescription and direct channels, with projects delivered in **Switzerland, Belgium, Italy, the UK, Portugal, Luxembourg and the US**.
- **18 awards, 37 press features**: Bpifrance Deep Tech label, *Challenges* Top 100 Startups 2025, TF1, France 2, Les Echos, BFM.

Pinterest — Strategic Partnerships Manager, France

Paris · 2020 – 2022

Owned France-level strategic partnerships for user growth and product adoption. €1M annual budget (€300K cash + €700K platform credits), with 2 direct reports

- Ran a **tiered creator and partner engagement model**: launched **Pinterest Academy**, the platform's first online creator training, plus webinars for the long tail; premium events for mid-tier, 1-to-1 for major media and public figures.
- Led the **French launch of Pinterest's video-first strategy**: designed the French **Creator Originals** program.
- Deployed **€700K in platform credits** behind co-marketing campaigns and exclusive content creation with top-tier partners: Le Louvre, Vogue, Brut.
- France grew from **17M to 20M monthly active users** to become Pinterest's **5th largest market**, while global MAU declined from its 2021 peak. Awarded *Best Performance of the Year*, 2021.

Google — Startup Growth Accelerator, Startup Partnerships

Paris & Dublin · 2018 – 2020

Owned the Growth Acceleration Program, aiming to drastically grow advertising spend from high-potential French startups

- Ran the program end to end across my portfolio: market studies to identify client growth levers, budget and roadmap negotiation, launch and optimisation of each go-to-market plan.
- Portfolio included **Doctolib, PayFit, Malt, Happn, Virtuo, Le Collectionist, Recommerce, Kipli, Superprof**.
- **€1.5M incremental revenue in Q4 2019 alone**; **170% average target attainment**; **top 10% performer worldwide**.
- Hosted startup events in Paris, speaking on stage to founders at Station F and Google events.

Earlier — Living Actor, Account Executive (2017 – 2018): sold **conversational AI a decade before LLMs**: enterprise virtual assistants built on NLP and dialogue engines; **150% of revenue target**. **Aubay**, Account Manager, digital consulting (2015 – 2017): grew portfolio revenue **from €500K to €3M in one year**, oversaw 45 consultants.

EDUCATION

ESEO — MSc Engineering & Computer Science 2009 – 2015

City University of Hong Kong — MSc Business Management 2013 – 2014

LANGUAGES

French — native

English — full professional proficiency

INTERESTS Climbing, mountaineering, skydiving, surfing, freediving, scuba diving. Training for a half Ironman in 2027.