

# Coen Horrevoets

## Product Leader

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### About me

Senior product leader with 20+ years of experience across startups, scale-ups, and global digital platforms. I bring deep expertise in consumer media, marketplaces, and AI, with a proven track record of building high-performing teams, establishing scalable platform foundations, and driving long-term engagement.

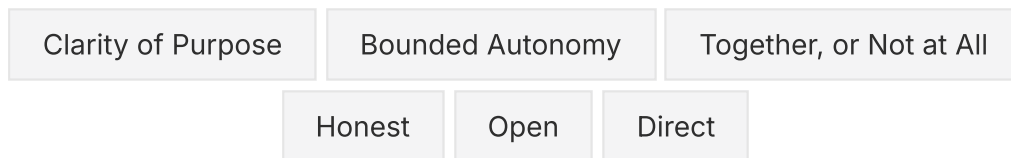
I thrive in fast-paced, purpose-driven environments, owning complex product domains end-to-end while setting clear direction for teams to execute autonomously. I bring deep experience leading product managers and cross-functional partners across identity, payments, fraud within regulated domains.

Currently working in a fractional capacity alongside two founders and top-tier engineers to bring Vendo.AI to market: an agentic marketing analytics co-pilot helping marketing teams unlock insights and data driven decisions.

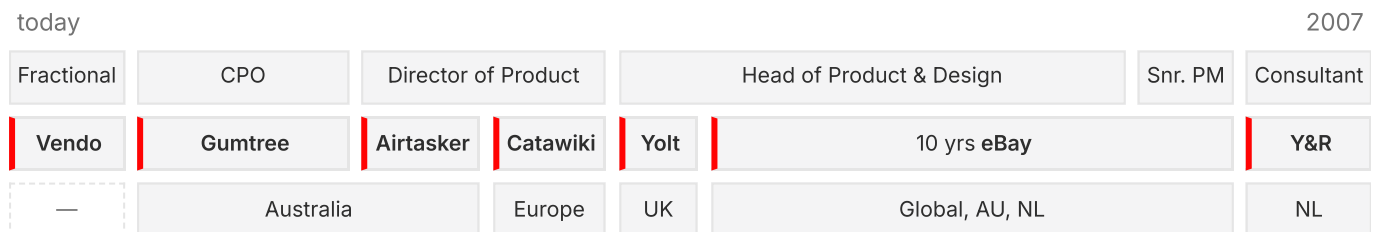
### Strengths



### Leadership style



### Career snapshot



### Education

**Master, Strategic Product Design** | Delft University of Technology 2004 - 2006

**Bachelor, Industrial Design** | The Hague University of Sciences 1999 - 2003

### Courses

Google Skill Boost Generative A.I. leader  
 SUE Certified Behavioural Designer  
 eBay Leader as a coach  
 THRV Jobs To Be Done expert  
 Toothless Parrot Executive Media training

Marketing Week MBA in Management  
 eBay Analytic University  
 eBay Emerging Leaders Program  
 SVPG How To Create Products Customers Love  
 Scrum Alliance Agile Certification

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## Experience

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### Chief Operations Officer (0-to-1) | Vendo

July 2025 - now

*Vendo.AI will enable business owners and growth teams to answer complex marketing questions in plain English through a modular, multi-agent LLM architecture.*

**0→1 product management and operations, worked closely with founders and senior engineers to design the product vision, agentic LLM architecture, and launch-ready platform built on Vendo Data.**

### Founder (side-project) | Captain Stillness

Jan 2025 - now

*An AI-driven mental health coach integrating voice-first journaling, personality insights, and emotional wave tracking, delivering a playful yet grounded user experience.*

**Conceptualized and built the platform. Designed conversational voice prompts and multi-turn dialogue flows using Vapi and 11Labs. Engineered backend services with Supabase, Python, and TypeScript, leveraging LLMs for personalized wellbeing insights. Developed in Cursor, blending mindfulness, behavioural science, and AI.**

### Chief Product Officer | Gumtree Group

Feb 2023 - Nov 2024

*CarsGuide, AutoTrader & Gumtree Australia – 8M monthly unique visitors and over 2 million live listings.*

**Owned cross-functional strategy and execution across Product, Design, Marketing, and CS. Established a strong product culture and foundations, streamlining WoW and operational excellence.**

- Led end-to-end growth across app and web (8M+ MAUs), owning Product, Design, Marketing, and CS (35+ FTE), improving all major growth metrics (AARRR) by 5–10%.
- Rebuild the Product and Design teams from 2 to 10, after a period of serious redundancies; re-established agile ways of working and a strong product culture.
- Delivered AI-powered messaging/moderation; led org-wide rollout and CS enablement, increasing safety.
- Launched on-platform payments, driving \$120M+ GMV, increasing trust, conversion, and risk controls.
- Overhauled billing systems for \$80M B2B revenue, boosting transparency, scalability, and efficiency.

### Director of Product | Airtasker

April 2022 - Feb 2023

*Airtasker creates jobs and earning opportunities for people all over Australia and internationally, with over 2.5 million tasks posted annually and over 149,000 active Taskers!*

**Led the product and data strategy, leveraging machine learning to drive platform growth, boost retention, and enhance Tasker reliability through agile experimentation.**

- Led and mentored a team of 7 PMs, scaling capabilities and aligning team goals with business outcomes
- Partnered with data and ML teams to enhance AI based task-matching algorithms, increasing revenue by 20%
- Launched subscriptions for recurring tasks, leveraging payments capabilities and driving 5% retention growth.
- Spearheaded a rebrand and UX redesign, ensuring seamless user experience across mobile and web

### Director of Product | Catawiki

Feb 2021 - April 2022

*Catawiki is a scale-up, with 10 million monthly unique users it is the most-visited curated marketplace for special objects in Europe. Every week, the platform puts on offer 65,000 items from around the globe, in more than 80 categories.*

**Transformed fulfillment into a scalable growth engine, leveraging AI-driven payments orchestration and tax automation to optimize cross-border transactions, enabling global expansion, boosting CSAT, and enhancing retention.**

- Founded the 'Fulfillment' group, covering Payments, Fintech, Logistics, and Customer Service
- Defined global payments orchestration blueprint, managing partnerships with Stripe, Payoneer, and PayPal, and meeting Security, Compliance & Risk Management requirements (PCI, GDPR, Privacy)
- Led tax compliance initiatives, ensuring cross-border trade compliance and frictionless transactions
- Launched an integrated shipping solution, driving CES and CSAT and marketplace reliability.

## Head of Product & UX | Yolt (ING backed neobank)

Jan 2020 - Jan 2021

*Yolt is an award winning smart money app built on open banking technology, launched in the UK in 2017 and rapidly expanded to France and Italy, with over 1.5M monthly active users at its peak.*

**Developed the Product and Brand vision and strategy of a major pivot introducing a Yolt eWallet and Debit Card.**

- Within 12 months Developed and executed product vision, via a data-driven approach to find product-market fit
- Introduced a North Star Metric and value drivers, embedded experimentation & lean product development
- Launched a Yolt Debit Card, eWallet, Saving Jars, and a partner platform to save or make money.
- Improved retention by 25% challenges by integrating Behavioral Design elements and the Tiny Habits theory

## Head of Global Product Strategy | eBay Classifieds Group

Jul 2018 - Dec 2019

*eBay Classifieds runs a dozen marketplaces across all continents, with brands as; Gumtree, Kijiji, Marktplaats and Kleinanzeigen - usually ranking in the top 5 digital destinations within their markets.*

**Defined and executed global product and technology strategies, scaling digital commerce platforms across multiple international markets, incl. building AI/ML and data science capabilities for personalization and customer experience optimization.**

- Part of global growth leadership, reporting to Global VP of Growth, overseeing product direction across 12+ B2C marketplaces (100M+ MAUs).
- Led alignment with local Product Directors, mentored discovery leads, and implemented a unified experimentation playbook and North Star Metric.
- Drove activation, trust, and retention improvements through scaled AI/ML for search, relevance, and UX optimisation.

## Head of Product & Design | eBay - Gumtree Australia

Apr 2013 - Jun 2018

*Gumtree reaches 1 out of the 3 Australians every month, a monthly unique audience of 7M, with over 2.5M live listings, servicing over 2M daily active sellers and over 2K businesses.*

- In 5 years quadrupled traffic to 8M MAU, and annual revenue to a \$100M
- Grew the product team from 2 members to 8 PMs and designers in 18 months
- Implemented OKRs, dual-track agile, experimentation, and customer-centric scrum teams
- Led mobile transformation — launched first native apps and responsive frontend, quadrupling traffic and revenue over five years.
- Introduced mobile native features like chat, messaging bots, notifications, and omni-channel CRM

## Snr Product Manager | eBay - Marktplaats

May 2010 - Apr 2013

*Marktplaats is the largest trading platform in the Netherlands, with 8 million unique visitors a month, reaching 60% of the online population, publishing over 450 thousand new listings every day.*

- Led the design, validation and beta roll-out of a full platform migration to a completely new platform, replacing the full stack (incl. a full redesigned UI)
- Held commercial responsibility for the consumer upsell products (insertion fees, bump-ups, top-ads, etc..)
- Drove discovery on major commercial concepts, incl.: SMB seller proposition, Store fronts, Integrated shipping and payments (all still relevant for Marktplaats today)

## Brand & Product Strategy Consultant | Young & Rubicam

Dec 2007 - Mar 2010

*Young & Rubicam is one of the most iconic global marketing communications companies in the world.*

## Product Manager | Telfort

Nov 2006 - Nov 2007

*Telfort is the budget brand of the largest Dutch telecom provider KPN.*