

# Coen Horrevoets

Product Leader | Applied AI Product Builder

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## About me

Senior product leader with 20+ years of experience across startups, scale-ups, and global digital platforms.

Deep expertise in product-led growth (PLG), marketplaces, payments, and AI-powered products, 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 building new capabilities from 0–1 and setting clear direction for teams to execute autonomously. Extensive experience leading product managers and cross-functional partners across identity, payments, fraud, and compliance within regulated fintech and marketplace environments.

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 powered by LLMs, helping marketing teams unlock insights and data-driven decisions.

## Core Expertise

Product Strategy & Vision    Cross-Functional Leadership    Team Building & Talent Development

Experimentation & Rapid Validation    Regulated Product Delivery    Compliance-Driven Releases

Applied AI, LLM Workflows, Agentic Systems    Metrics, Insights & Decisioning    Payments & Fintech

## Leadership style

Clarity of Purpose    Bounded Autonomy    Together, or Not at All

Honest    Open    Direct

## Career snapshot

2007	today
Consultant	Fractional
Snr. PM	
Head of Product & Design	
Director of Product	
CPO	
Y&R	Vendo
10 yrs eBay	
Catawiki	
Airtasker	
Gumtree	
NL	—
Global, AU, NL	
UK	
Europe	
Australia	

## Education

Master, Strategic Product Design | Delft University of Technology

2004 - 2006

Bachelor, Industrial Design | The Hague University of Sciences

1999 - 2003

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## Courses

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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**

## Experience

### Fractional Product & Innovation Partner | Vendo Data

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.*

- Embedded as fractional product partner, coaching founders on strategy and GTM while translating vision into actionable roadmap.
- Designed agentic LLM workflows and experimentation tooling to accelerate discovery and delivery.
- Hands-on PO and design with engineers, using V0 and Cursor to prototype flows and produce delivery-ready requirements.

### Founder & Builder | Captain Stillness (applied AI learning sandbox)

Jan 2025 - now

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

- Built to POC/MVP as a deliberate learn-by-doing applied AI sandbox, focused on health and wellbeing outcomes.
- Voice-first conversational flows using Vapi and Suno, with LLM-driven data and insight generation.
- Engineered backend with Supabase, Python, and TypeScript to deliver personalised wellbeing insights.

### 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.**

- Fast-tracked product-led growth across app and web (8M+ MAUs), owning Product, Design, Marketing, and CS (35+ FTE), improving all major growth metrics (AARRR) by 5–10%.
- Rebuilt Product and Design capability from 2 PMs and 0 designers, stabilising delivery first, then re-establishing WoW, cadence, and product foundations with strong risk and compliance oversight.
- Delivered AI-powered messaging and moderation; led org-wide rollout and CS enablement, increasing platform safety.
- Launched on-platform payments infrastructure, driving \$120M+ GMV with high-integrity, auditable, risk-controlled delivery.
- Overhauled billing systems for \$80M B2B revenue, boosting transparency, scalability, and operational 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 product and data strategy, leveraging ML to drive platform growth and measurable outcomes through rapid validation and agile experimentation.
- Led and mentored a team of 7 product managers, scaling capabilities and aligning team goals with business outcomes.
- Partnered with data and ML teams to enhance AI-based task-matching algorithms, increasing marketplace revenue by 20%.
- Launched subscription product for recurring tasks, leveraging payments capabilities and driving 5% retention growth.
- Spearheaded platform 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 fulfilment into a scalable growth engine, leveraging AI-driven payments orchestration and tax automation to optimise cross-border transactions, enabling global expansion and retention.**

- Founded the 'Fulfillment' product group, covering Payments, Fintech, Logistics, and Customer Service.
- Defined global payments orchestration blueprint, managing partnerships with Stripe, Payoneer, and PayPal, meeting compliance, privacy, and risk management requirements (PCI, GDPR).
- Led tax compliance initiatives in regulated fintech environment, ensuring cross-border trade compliance and frictionless transactions.
- Launched integrated shipping solution—operational workflow and reliability improvements driving CES, CSAT, and marketplace uptime.

## 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.*

**Led the product and brand strategy for a major pivot in a regulated fintech environment, launching the Yolt eWallet, Debit Card, and a financial partnership platform.**

- Within 12 months, developed and executed product vision using data-driven approach to achieve product-market fit within regulated environment and compliance constraints.
- Introduced North Star Metric and value drivers, embedded experimentation and lean product development practices.
- Launched Yolt Debit Card, eWallet, Saving Jars, and financial partnership platform, expanding product portfolio.
- Improved retention by 25% by applying behavioural design and Tiny Habits principles to product mechanics and experimentation-led execution.

## 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 marketplace platforms (100M+ MAUs).
- Led alignment with local Product Directors, mentored discovery leads, and implemented unified experimentation playbook and North Star Metric.
- Drove activation, trust, and retention improvements through scaled AI/ML for search, relevance, and UX optimization across marketplace platforms.

## 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 \$100M through product-led growth strategy.
- Grew product team from 2 members to 8 PMs and designers in 18 months, scaling product organization.
- Implemented OKRs, dual-track agile, experimentation, and customer-centric scrum teams, establishing product culture.
- Led mobile transformation—launched first native apps and responsive frontend, quadrupling traffic and revenue over five years.
- Introduced mobile native features including chat, messaging bots, notifications, and omni-channel CRM, enhancing marketplace engagement.

## 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 design, validation, and beta roll-out of full platform migration to new marketplace platform, replacing full stack including redesigned UI.
- Held commercial responsibility for consumer upsell products (insertion fees, bump-ups, top-ads), driving marketplace revenue.
- Drove discovery on major commercial concepts including SMB seller proposition, Store fronts, and integrated shipping and payments infrastructure.

## Early Career

### 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.*

## Volunteering

**Patrol Member & Age Manager | Surf Life Saving Australia**

Aug 2024 - Present

*Surf Life Saving Australia is a national volunteer organisation dedicated to beach safety, lifesaving, and youth development.*

**Product Coach & Mentor | ADPList.org**

Apr 2023 - Present

*ADPList is a global mentorship platform connecting experienced leaders with the next generation of professionals through free, accessible career coaching.*