Kristofer Maanum

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SUMMARY

Results-driven product management leader with over 15 years of experience in developing, delivering and scaling innovative B2B software solutions across multiple industries. Adept at leading cross-functional teams and managing end-to-end product lifecycles, from ideation to commercialization. Skilled in data-driven decision making, market research, user research, roadmap development, and process optimization. Proven success in driving adoption, revenue growth, and operational efficiencies through strategic planning and customer-centric product development.

I am eager to leverage my extensive product and technical expertise to drive product innovation in a dynamic, growth-oriented organization.

SKILLS

- Product Lifecycle Mgmt
- Product Strategy
- Agile/Scrum Methodology
- Software Development
- B2B SaaS Product Dev
- Product Ops
- Stakeholder Management
- Applied Machine Learning
- Product Road Mapping

WORK EXPERIENCE (SELECT)

StrongDM

Technical Product Manager   *June 2022 - March 2023*

- Enhanced data accessibility across the product by conducting market research and data analysis, and launching value-add initiatives, resulting in:
  - **A new SKU designed to increase customer expansion, applicable to 96% of the existing customer base**
  - Streamlined and integrated observability and audit capabilities for customers

- **Significantly improved cross-organizational collaboration and efficiency by revitalizing Product Operations**. Implemented a suite of customer feedback and product planning tools (Productboard, Jira, Gong, and Confluence) to incorporate VOC, identify gaps and trends, and streamline the product design process.

CruxOCM

Head of Product   *July 2021 - June 2022*

- **Accelerated time to revenue by 75%** by optimizing organizational structure, product tools, and delivery processes; conducted in-depth analysis of internal workflows, bottlenecks, and quality risk areas, and drove company-wide collaboration and adoption of effective solutions

- Conducted user research with enterprise customers to identify requirements, aligning them with the product roadmap and delivering value on time, **improving user buy-in and adoption**

- Established and led the product team as the first product hire, earning a promotion to Head of Product, and **successfully managed the entire product lifecycle, driving growth and innovation**

Senior Product Manager   *Aug. 2020 - June 2022*

- Led the successful launch of the flagship pipeBOT application, automating industrial facilities and transitioning it from Proof of Concept to full productization and deployment, resulting in:

  - **4X contract growth with a Fortune 500 pilot client**
  - Increased throughput, ratability and asset integrity for midstream pipelines
  - 85% reduction in operator commands, leading to decreased fatigue and reduced operational risk

- As employee #9, built and implemented the product development framework, laying the foundation for future growth and innovation in the company

Arundo Analytics

Senior Product Manager   *Jan. 2018 - Apr. 2020*

- Led multiple cross-functional teams in the technical product management of a cloud-native IoT and MLOps platform, enabling seamless deployment of machine learning models and integration with streaming IoT data from the Edge, leveraging REST API, OpenAPI, Auth0, and JSON schema

- **Successfully led the "0 to 1" development and launch of B2B SaaS AI/ML product** "DataSeer" from MVP to commercialization, driving adoption and value creation

Project Specialist   *Aug. 2016 - Jan. 2018*

- Successfully managed success criteria, budget and timeline to integrate and publishing the Arundo's IoT/ML Platform on the DNV Veracity Marketplace, achieving a milestone as the first application on the new app marketplace and leading to **new customer acquisition via this channel**

- Contributed to software development (Node.js, Python, and Docker) of innovative data science and MLOps tooling, including both CLI and GUI, that streamlines the operationalization process of ML models, improving efficiency and productivity

ABS Nautical Systems

Director of Projects   *May. 2011 - Dec. 2015*

- Optimized PMO processes and tooling, leading to accelerated project planning and proposals, **increasing sales velocity with data-driven insights into software and professional services margins**

- Effectively managed the professional services team, ensuring high-quality delivery and utilization of consultancy services, contributing to client satisfaction and retention

- Successfully implemented and passed audits for an ISO 9001 compliant quality and compliance program, seamlessly integrating with the parent company's compliance program and upholding industry standards

Regional Director – Asia Pacific   *May 2008 - May 2011*

- Strategically re-prioritized ideal customer profiles, resulting in a 300% increase in annual software maintenance revenue and driving sustainable growth in the region

- Managed ABS Nautical Systems operations in Asia Pacific, overseeing sales, professional services, and support with a focus on business development; led daily operations and managed budgets to achieve regional targets for an eight-person team

Product Consultant *Sep. 2006 - May 2008*

- Successfully led a large-scale enterprise ERP implementation across a 43-vessel fleet, resulting in:

  - Streamlined work processes and management reporting based on defined key performance indicators (KPIs) for the customer
  - **Customer expansion of two additional software modules across the fleet**, driving increased value and customer satisfaction

- Provided expert consulting services on best practices for business, operations, and maintenance process optimization, resulting in significant performance improvements and operational efficiencies for clients

EDUCATION

United States Merchant Marine Academy *July 1998 - June 2002*
Bachelor of Science, Marine Engineering Systems *Kings Point, NY*
- Graduated cum laude
- Rugby Club player and captain

MILITARY SERVICE

- **United States Naval Reserve**, Lieutenant, June 2002 - 2010

COURSES and CERTIFICATES

- **Machine Learning** (with Andrew Ng), Stanford Online (via Coursera), Sept. 2018
- **Leading with Finance**, Harvard Business School Online, Oct. 2018
- **Data Analyst Nanodegree**, Udacity, August 2016
- **Modern React with Redux**, Udemy, July 2019

LANGUAGES

- **English,** Native
- **Portuguese,** Advanced
- **Spanish,** Basic
- **Norwegian** (Bokmål), Basic