

Calvin Waldheim — Product Manager

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Profile

Product Manager with 8+ years of experience in IoT, digital innovation, and product strategy across startups, scale-ups, and corporate environments. Experienced in consolidating complex platforms, scaling adoption, and delivering measurable impact. Former 2x startup founder with a proven ability to shape ideas into successful products at global scale.

Career Highlights

- Defined and executed a 3-year IoT product strategy consolidating 5 legacy systems into one platform, migrating strategic customers and reducing platform costs to target levels.
 - Increased asset monitoring coverage 10–100x for 500+ top customers by implementing scalable QR code asset tracking.
 - Implemented global ERIKS innovation framework “Edison” across EMEA & APAC, standardizing innovation processes and reporting to the ERIKS Board.
 - Contributed to ERIKS Wiki, a graph-based catalog integrating 1.5M+ SKUs into a unified product database for the first time.
 - Led supplier innovation competition, piloting AI/ML solutions to extract knowledge from customer email interactions via vector embeddings.
 - Drove PMOps maturity at ERIKS Digital by rolling out Jira Align & Jira Product Discovery, coaching PMs on customer discovery practices.
 - Advised on GenAI governance across Data, Product, and Platform teams, ensuring responsible innovation.
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Employment History

ERIKS Digital & ERIKS N.V. — Amsterdam

(Sept 2018 – Mar 2025)

Product Manager, IoT & Asset Management

Aug 2021 – Mar 2025

- Defined and executed a 3-year horizon strategy consolidating 5 legacy platforms into one, migrating strategic customers and cutting platform costs to targets. - Scaled asset tracking and monitoring with dynamic QR codes, boosting coverage per customer 10–100x across ERIKS’ top 500 industrial accounts. - Launched 2 highly technical IoT features: system status dashboards and advanced industrial pump failure

analysis. - Owned a portfolio of smart asset management solutions, developing long-term vision and executing complex product roadmaps.

Digital Innovation Manager

Sept 2018 – Aug 2021

- Rolled out ERIKS' Edison Innovation Framework across Europe and Asia-Pacific; owned global reporting for innovation pipeline to the ERIKS Board. - Drove ideation-to-scale of digital products, supporting spin-offs and market launches. - Co-created ERIKS Wiki — a 360° graph-based product catalog combining 1.5M+ SKUs. - Hosted and led supplier innovation competition, piloting cutting-edge projects such as AI-driven knowledge extraction from customer emails.

Performance Marketer (Corporate Startup Zamro)

Sept 2017 – Sept 2018

- Managed €1M+ digital ad budget across 5M+ ad creatives covering 1M SKUs. - Built highly automated, data-driven performance marketing stack across Google, Amazon, Affiliate & Social platforms. - Delivered scalable acquisition infrastructure for B2B eCommerce.

Education

B.B.A. — Amsterdam School of International Business & Bilgi University, Istanbul

Aug 2013 – Jun 2017

- International Business and Management Studies.
- Focus: Financial Management, Real Estate Finance, Venture Capital.

Skills & Tools

Product & Innovation: Product Strategy, Innovation Management, PMOps, AI Governance

Tech & Tools: Jira Align, Jira Product Discovery, Figma, Miro, Cursor AI, LLMs, Low-code Development

Business: Go-to-Market, Contracting & Compliance, Workshop Facilitation

Languages: English (C2), German (C2)

Recent Activities (2025)

After leaving ERIKS in March 2025, I focused on self-study, personal projects, and exploration:

- Developed an iOS Recipe App (Swift) and an AI-powered Whiteboarding Canvas (React, Firebase, tldraw).
- Researched AI/LLM integration into PM workflows.
- Traveled extensively, gaining new perspectives on technology and product leadership.

References

Available upon request.