

# Calvin Waldheim – Portfolio Content Pack

Use any of this text in your Magic Portfolio sections (About, Projects, Case Studies, Skills, Values, Contact). ATS-safe, specific, and personal.

---

## Tagline Options (pick one)

- Product manager who turns abstract ideas into shippable strategy for IoT and platform products—pragmatic, value-driven, no theater.
- Vision-to-execution PM for complex B2B systems—platform consolidation, PMOps, and AI-assisted workflows.
- Senior PM and systems thinker—teams, experiments, and measurable outcomes over buzzwords.

## Elevator Pitch (tweet-length)

I turn ambiguous problems into clear strategies and shipped outcomes. I've led a 5→1 platform consolidation over three years, scaled monitoring 10–100× across 500 enterprise accounts, and rolled out Jira Align + Jira Product Discovery. I'm a team-first builder and strong presenter who avoids innovation theater and focuses on work that matters.

## Short Bio (≈60 words)

I'm a product manager with 8+ years across IoT, platform strategy, and PMOps. I'm comfortable starting from zero, shaping abstract ideas into concrete roadmaps, and communicating decisions clearly. I value ambitious teams and meaningful problems. Based in Amsterdam; English & German C2.

## Long Bio (≈150–170 words)

I build products by starting with the fuzzy, shaping strategy, and driving execution. At ERIKS Digital I owned a 3-year plan to consolidate five legacy apps into one IoT platform—migrating strategic customers and reducing platform costs to target. I increased asset monitoring 10–100× per customer via dynamic QR programs across the top 500 accounts and shipped reliability features like system-status dashboards and pump failure analysis. Earlier I rolled out the Edison innovation framework in EMEA/APAC, contributed to a 1.5M+ SKU graph catalog, and led a supplier program that piloted vector-embedding/ML on customer emails.

I'm versatile and independent: I took on the IoT portfolio without prior domain experience and raised its trajectory by learning fast and collaborating closely with engineering, data, and field teams. I communicate well in person and on stage, prefer ambitious teams that aim high, and avoid buzzwords or innovation theater. In 2019–2021 I also validated vertical-farming systems over 2–3 years alongside work, and I still explore throwaway ideas to learn quickly.

---

## Quick Facts

- Location: Amsterdam, NL (remote EU)
  - Experience: 8+ years (Product Mgmt, Innovation, Growth)
  - Domains: Industrial IoT, Asset Management, B2B platforms
  - Tooling: Jira Align, Jira Product Discovery, Jira/Confluence, Figma, Miro, Cursor, LLMs, Low-code
  - Languages: English (C2), German (C2)
  - Strengths: Vision into roadmap, platform consolidation & migrations, discovery, PMOps, async communication, systems thinking, presentations
- 

## Signature Achievements

- Defined and executed a 3-year IoT strategy to consolidate **5 legacy apps → 1 platform**, migrating strategic customers and meeting cost targets.
  - Increased asset monitoring **10–100× per customer** via dynamic QR tracking across the **top 500** ERIKS accounts.
  - Shipped **system-status dashboards** and **advanced industrial pump failure analysis** for customer portals.
  - Implemented ERIKS' **Edison** innovation framework across **EMEA & APAC**; owned board-level reporting.
  - Contributed to **ERIKS Wiki**: a **graph-based 360° catalog** unifying **1.5M+ SKUs**.
  - Led supplier innovation competition; piloted vector-embedding/ML to extract knowledge from customer emails.
  - Matured PMOps: rolled out **Jira Align + Jira Product Discovery**, coached PMs on discovery, advised on **GenAI governance**.
  - Managed **€1M+** performance marketing budget (Zamro) across **5M+ creatives** and **1M SKUs**.
- 

## Projects & Case Study Blurbs

### Platform Consolidation (5→1 IoT product)

- Role: Product Manager (owner of strategy/roadmap)
- Problem: Fragmented UX/run-costs; slow delivery; split customer base
- Actions: Single target platform; staged migrations for strategic accounts; guardrails; async decision docs
- Outcome: 5→1 consolidation; platform costs reduced to target; faster delivery cadence

### Asset Monitoring Scale-Up (QR Program)

- Role: PM
- Problem: Limited asset coverage; manual inventory tracking
- Actions: Dynamic QR codes; rollout across top 500 customers; monitoring/analytics updates
- Outcome: 10–100× more monitored assets per customer; improved visibility and service workflows

## **IoT Reliability Features (Status & Failure Analysis)**

- Role: PM with engineering/data partners
- Problem: Limited observability and root-cause insight
- Actions: System-status tracking dashboards; advanced pump failure analysis
- Outcome: Higher reliability insights; tighter feedback loops for customers

## **PMOps Rollout (Jira Align + JPD)**

- Role: PM / PMOps coach
- Problem: Inconsistent discovery; weak portfolio visibility
- Actions: Jira Align for portfolio planning; JPD for discovery/ideation; coaching and evidence tracking
- Outcome: Clearer prioritization; better traceability; faster decision cycles

## **Vertical-Farming Validation (2019–2021)**

- Role: Side project lead
- Scope: 2–3 years of experimentation on vertical farming systems; hardware and process validation
- Outcome: Functional prototypes; practical insights into feasibility, costs, and constraints

## **Supplier Innovation (Vector/ML)**

- Role: Organizer/Lead
- Outcome: Piloted knowledge extraction from customer emails using embeddings/ML; documented governance considerations

## **Personal Prototypes (2025)**

- iOS Recipe App — Swift; rapid prototyping; UX simplification
- AI Whiteboarding Canvas — React/Firebase/tldraw; collaborative sketching; LLM assist experiments

---

# **Skills Matrix**

## **Product Management**

- Vision → strategy → roadmap; decision docs; OKRs
- Discovery (interviews, problem framing, evidence)
- Prioritization & trade-offs; risk management
- Cross-functional leadership & stakeholder mgmt
- Migrations & change mgmt (enterprise)

## **PMOps & Atlassian**

- Jira Align (portfolio planning, visibility)
- Jira Product Discovery (idea flow, evidence, prioritization)
- Discovery coaching, rituals, templates
- Async communication (clear written updates, memos)

- AI governance for product/data/platform

## **Data & AI**

- Metrics definition and dashboards
- Collaboration with analytics/engineering
- LLM-assisted workflows & lightweight prototypes
- Embeddings/semantic search basics

## **Design & Delivery**

- Customer journeys & IA
- Figma, Miro
- Release planning; stakeholder presentations

## **Tooling**

- Jira Align, Jira Product Discovery, Jira/Confluence
- Figma, Miro, Cursor, Notion
- React basics, Firebase basics, Swift basics (prototype level)

---

## **Working Principles**

- Start ambiguous, make it concrete: write the strategy, align on outcomes
- Ship meaningful work; avoid buzzwords and innovation theater
- Prototype early; learn fast; document decisions
- Prefer small, measurable bets; instrument the basics
- Team first: seek help when stuck; share context generously
- Default to async with clear, concise communication; present well when live

---

## **Culture & Team Fit**

- Thrive in ambitious teams aiming for the “hard but valuable” problems
- Independent, goal-oriented; no micro-management needed
- Collaborative by default; enjoy pairing with engineering/design/data
- Comfortable presenting to executives and customers

---

## **About Paragraph (compact)**

I turn fuzzy problems into plans people can execute. I’ve consolidated platforms, scaled adoption, and rolled out PMOps with Atlassian tools. I like ambitious teams, clear communication, and measurable outcomes. I avoid buzzwords and focus on work that moves the needle.

## Personal Interests

- Tinkering and side projects; enjoy learning new stacks
  - Music production and hardware-based setups
  - Painting and visual design; appreciation for aesthetics
  - Personal health, mindfulness, and philosophy
- 

## CTA Line

Open to Senior PM roles in platform, AI-assisted workflows, or PMOps within the Atlassian ecosystem.