Carl Horned

Based in Austin, TX | 646 866 0522 | carl@horned.se | /in/carlhorned

Senior Product Leader with a track record of solving big user problems with new technologies. I've led globally distributed product teams of 20+, launched new products and tools to high complexity products like blogs, smart stores, video games and apps. Most recently enabled 70% YoY readership growth at Google's official blog by balancing updating legacy features, with implementing Google's latest generative AI technology.

Experience

Huge – Senior Product Manager   2020 – 2025
Product Manager   2018 – 2020

- **Blog.Google: Increased readership 70% YoY**
    - Working with authors to make content creation on Google's official blog efficient and delightful.
    - Optimizing SEO by getting Lighthouse scores to 100/100/100/100 and optimizing localized content.
    - Integrated with Google's generative AI tools to offer readers additional ways to consume the blogs contents; Advanced Text-to-Speech, Multiple Summarization options.
- **Blog.Google: Decreased infrastructure cost by 30%**
    - Partnering with technical leadership at Google to identify opportunities for efficiency.
    - Updated caching, supporting software, and development processes to increase efficiency, enable generative AI, and lower costs across the board.
- **Blog.Google: Increased the roadmap scope from 3 months to 12 months**
    - Implemented common sense Agile and SCRUM practices to push the planning of the product to 12 months.
    - This enabled a more intentional product strategy that benefited the agency, the client, and our readers.
- **Home.Google: Integrated marketing site and smart home management**
    - Worked with teams across Google to integrate the home.google marketing site with a web version of the Google Home App.
    - This dual purpose domain is now a top of funnel surface for aspiring users, while functioning as an accessible surface for Google Home power users.
- **SK-II: Sponsored Athletes in a Mixed Reality Experience, deployed to the Tokyo Olympic Village 2020**
    - Worked with globally distributed teams across 4 continents to build and deploy an integrated mixed reality shopping experience.
    - Ideated, tested and deployed custom hardware and software integrations together with teams in Brooklyn, Singapore, Tokyo, London, and Bangalore.
    - Cooperated with athletes and companies to tell a cohesive story about the personalities and brands involved.

Spotify – Technical Owner   2016 – 2018

- **Ideated & Deployed Monetization Experiments**
    - Led a cross functional team to ideate and deploy features to increase the ad inventory of Spotify's freemium tier. Monitored and managed multiple A/B tests across 4 countries.
- **Successful Patent Filing**
    - Paired with a senior engineer to ideate and develop a novel way to interact with audio ads on smartphone devices. The idea was submitted and approved as a patent now owned by Spotify.

Education & Skills

Bachelor of Science, Game Design + Programming, Uppsala University, Sweden, 2010
Skills: Product, Design, Engineering Ops, Leadership, Design Sprints, OKRs, Prototyping, Agile, SCRUM, A/B Testing
Toolkit: JavaScript, Large Language Models, Figma, Atlassian, ClickUp, Vibe Coding