

Eszter Vass

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Professional Summary

Senior Product Leader with **15+ years** of progressive experience driving **digital transformation** and innovation within the **Fintech** and **Digital Finance** industries. Proven track record of defining and executing global product strategies, including launching **digital platforms**. Expert in implementing and scaling **Agile delivery**, **UX-led design**, and **AI-based optimization** to achieve measurable business **OKRs** (e.g., \$2M+ manual touchpoint reduction for operations teams, increased conversion/adoption of the new digital platform). Seeking a challenging Product Director/VP role focused on scalable digital growth.

Key Achievements

- **Complexity:** Architected AI workflows to remove 2M manual touchpoints (BNY).
- **Scale:** Pivoted legacy portfolios to Digital Hubs, driving 20% revenue growth (Crealogix).
- **Endurance:** 20,000-mile/year cyclist and Ultramarathon winner.
- **Narrative:** Former tour guide for the State Opera; expert in high-stakes stakeholder influence.

Skills

- **Product Leadership:** Product Strategy & Vision, Roadmap Development, OKRs & KPIs, Stakeholder Management, Go-To-Market (GTM) Strategy, P&L Accountability
- **Product Operations (ProdOps):** Process Optimization, Data Governance, Toolchain Management, Change Management, AI Integration
- **Digital Execution:** Agile (Scrum/Kanban), UX/UI Design, Customer Insight Research, Prototype User Testing, Microservices Architecture, SaaS Enablement, Platform Scalability
- **Domain Expertise:** Digital Finance/Fintech, Online & Mobile Banking (Retail, Private Wealth), Robo-Advisory, Regulatory Compliance (PSD2, GDPR)
- **Analytics & Tools:** JIRA, Confluence, Figma, Miro, Real-Time Data Monitoring, Benchmarking, Design Tools Uniformization, MS Office Suite

Work Experience

BNY

Product Owner, Senior VP, London, UK

May 2023 - present

- **Eliminated 2M+ manual touchpoints** by architecting an **AI-driven** internal platform to replace legacy trade monitoring systems. This reduced operational costs associated with bot-automation and workflow processes and reduced response time to client inquiries.
- **Increased FTE efficiency by 6%** within 9 months by streamlining disparate engagement tools into a unified, real-time 'single-pane' dashboard.
- Increased client inquiry response volumes to below the 24H SLA mark by 6% in the first year of production by successfully **streamlining disparate engagement platforms** into a unified, single-pane tool through Greenfield product development and utilizing **real-time data** for operations and management oversight.
- Drove **digital transformation** within the custody product team, championing the adoption of **Agile delivery (Scrum)** and integrating **UX-led design** principles into the development lifecycle.
- Key **Product Stakeholder** guiding the strategic direction of the custody organization's **Platforms Operating Model transformation**.

CREALOGIX

Head of Global Product, London, UK

June 2015 - May 2023

- Boosted recurring revenue by 20% by pivoting a legacy portfolio to a modern Digital Hub. This global **Digital Strategy** reset featured a comprehensive suite of **online and mobile banking solutions** (retail, wealth, corporate) including **robo-advisory** and **self-guided investments**.
- Achieved successful launch and delivery of a Challenger Bank / Neobank product built on a modern, microservices-based and SaaS-enabled scalable platform.
- Redefined organizational structure, successfully **restructuring the global product team** and implementing an **Agile delivery model** to ensure alignment and execution towards product vision and goals.
- Drove the maturity of **UX-led product design** by restructuring the UX organization and standardizing practices, including **customer insight research**, **prototype user testing**, and uniformization of design tools.
- Defined, monitored, and optimized **product management KPIs** to measure performance, drive continuous improvement, and ensure data-driven decision-making across the portfolio.
- **Executed Asia Market Expansion:** Secured major Tier-1 bank partnership in Malaysia, establishing a strategic foothold in the APAC region.

Misys, now Finastra

Senior Presales Consultant, Munich, Germany

February 2014 - May 2015

- Drove the **RFP process** and defined the solution architecture for a major European bank group's **digital channels update** in Africa, specifically scoping a **mobile-only digital solution** for the retail segment.
- Managed the **RFP solution design** for a Caribbean private bank, focusing on the strategic **overhaul of online and mobile banking channels** triggered by core banking migration.
- Defined product scope and functionality for a South American bank's **mobile channel redesign**, ensuring features mapped directly to the needs of the **retail and affluent customer segments**.

IND

Senior Business Consultant, Budapest, Hungary

September 2008 - January 2014

- Delivered an **end-to-end digital retail lending solution** for a major CEE bank, covering the full application process and lifecycle management for credit cards, personal loans, and mortgage restructuring.
- Successfully **integrated and launched the Personal Finance Management (PFM) solution** into the existing **online and mobile banking channels** for a major Swiss retail bank.
- Led the **implementation and launch** of a complete **online and mobile banking platform** for a European bank subsidiary, encompassing accounts, payments, cards, **self-servicing**, and **PFM**.
- Scaled the implementation of the **Personal Finance Management (PFM)** solution across the **existing online and mobile channels** for multiple subsidiaries of a major bank group in CEE.

Education

Corvinus University of Budapest

Masters in International Relations, 2008

Focused on global policy analysis and strategic negotiations, providing a foundational background in complex **stakeholder management** and **strategic thinking** vital for defining and executing international product strategies.