Jan Klug

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Product Leader (9th year), design & engineering training. Tech Investment Banker (5 years) funding & scaling startups. 3 Continents, 7 Languages. MSc Computer Science, BA Philosophy Politics & Economics. On Sabbatical

Director of Products – DICE.fm, B2B2C live music marketplace | Dec '20 – Jul '23

Expanded B2C app into B2B2C marketplace, scaled product engineering capabilities.

- **Scaled B2C ticketing app 5x** ($1.2bn transactions, 6mn users) by building **enterprise ecosystem** to power entire **live event businesses**, attracting **world's largest** venues & festivals (e.g. Avant Gardner, Primavera)
- **Aligned C-Suite/Board** around **expansion strategy** driven on **development ROI & operating margin** analysis, creating disciplined **product-driven growth** towards **EBITDA breakeven**
- **Partnered with CEO** to structure **new business unit** targeting incremental revenue (DICE Commerce)
- Drove DICE-wide **roadmap alignment**, implementing **transparent prioritization** and **stakeholder comms**
- **Scaled product engineering department** from **32-114**, unified ways-of-working, **coached** new managers, backed tech/design **leads, hired** 7 product managers, **built** product ops and sales engineering teams
- Identified **opportunities with design/tech leads**, e.g. re-platform to Elixir/Postgres or design component system, **increased velocity** and **created capacity** for continuous improvement
- **Drove innovation by partnering** with customer research/data science teams, personally led AI planning
- **Unified** how product, sales/marketing and operations **builds for, targets and supports customers**
- **Certified as coach** by CIRCL, became chapter member of "**Leader as Coach" initiative** at DICE
- Represented **Product to investors** evaluated M&A targets, coached CEO COO of Boiler Room (acquired '21)

Portfolio Product Manager – Ticketer, public transit apps, hardware and SaaS | Nov '17 – Aug '20

Built products powering 80% of UK regional bus travel moving 2bn people per year.

- **Scaled B2B product** from successful single-tasker (ticketing hardware + SaaS) **to enterprise-grade operational** software (real time tracking, planning, commercial SDKs), **to B2B2C** (mobile ticketing)
- **Identified opportunity** and **shipped value-added** products (e.g. travel APIs **upsold to 60% of customers**)
- Led **strategic business development**, enabled signing of **2 largest** customers scaling **revenue by 45%**
- Developed **long term strategic partnerships**: **Apple** (Express Transit), **Google** (Mobile Ticketing), **Sapphire** (fleet mgt), **Department for Transport** (data regulations impacting 60% of market)
- **Hired 3 product managers**, trained on best practices e.g. **behavior-driven-design, backlog refinement**
- Established scalable **telemetry for A/B testing** across estate of 30k+ SaaS portals & devices

Product Manager – Go4Venture, venture capital SaaS | Jul '15 – Nov '17

Managed spin-out of startup financing marketplace from UK's leading tech-sector investment bank, Silverpeak.

- Used modern tooling and in-house SQL database to **establish tech-enabled investment banking practice**, allowing each team member to sustainably **support 2-3x more dealflow**
- **Distilled** investment banking processes into **automated matchmaking and fundraising web platform**
- **Designed MVP and implemented prototype** in AngularJS for user testing, **signed 15 trial investors**

M&A Analyst – Silverpeak LLP, technology industry investment banking | Jul '12 – Jul '15

Raised capital for startup and scale-up companies. Advised on finance, strategy, and product from pre-raise through to funding completion, and facilitated M&A exit to strategic and financial acquirers.

- Advised and facilitated **£100m of startup funding and M&A**
- Provided **startup portfolio analysis** consultancy and organized pitch days for **Portugal Ventures**

M&A Intern – Rothschild, entertainment industry investment banking | Feb '12 – Jul '12

(For details and experience pre-2012 see LinkedIn)

MSc Computer Science: 1st Class Honors with Distinction - University College London | 2016
BA Philosophy Politics & Economics: Upper 2nd Class Honors - Durham University | 2010
Languages: *Fluent* English; *Advanced* German, Mandarin; *Intermediate* French, Cantonese, Japanese; *Basic* Italian
Immigration: Citizenship - Germany & Hong Kong; Permanent Residency - UK & China
Interests: Carpentry, Cooking, East Asian Film & Animation, Experimental Archaeology, Filmmaking, Foraging, History of Technology, Jiu Jitsu, Microbiology, Parkour, Pen & Paper Role Playing Games, Powerlifting, Taoism