



LUKE MATHEWS-PATIENCE

PRODUCT MANAGER



luke.patience@proton.me



lukemp.co



luk3mp



London, UK

Passionate Product Manager with rich experience building SaaS and B2C products, seeking to make an impact at the intersection of business, technology, and user experience.

WORK EXPERIENCE

Product Manager at Sportradar

Aug 2023 — Present

London, UK <https://sportradar.com/>

Sports data and technology company building software products for media and betting industries.

- Delivering key technical programs often involving complex stakeholder management.
- Leading x-functional teams to evolve tier 1 SaaS products, aligned with business and client needs.
- Leveraging KPIs and OKRs to fix inefficiencies, improve processes and drive product goals.

Product Manager at OneFootball Labs

Oct 2021 — Jul 2023

Berlin, DE <https://club.onefootball.com/join>

Spin out business launched by OneFootball focused on new products in Web3 and blockchain.

- Built blockchain enabled web app, including smart contract, frontend and backend.
- Coordinated projects with pro footballers, investors, agencies, partners and internal leadership.
- Drove launch of early proof of concept, helping complete a \$300m Series D raise for OneFootball.

Head of Product at onetwo studios

Feb 2023 — Aug 2023

London, UK <https://one-two.uk/>

Creative agency and editorial platform with focus on the intersection of football, fashion and culture.

- Built an editorial platform with Next.js, utilised technical SEO to drive reach & audience growth.

Product Marketing Manager at OneFootball

Nov 2020 — Sep 2021

Berlin, DE <https://onefootball.com/>

Football media platform serving 15 million MAUs with news and live streaming in 12 languages.

- Conducted market research to develop new in-app ad formats, leading to ad revenue growth.
- Collabed with teams to refine features & product positioning, user personas & pain points.
- Acted as product marketing liason in EURO 2020 brand partnership campaign with Volkswagen.

Journalist (Freelance)

Sep 2019 — Oct 2020

Berlin, DE <https://www.online-casinos.com/news/>

Betting news and comparison platform, providing users the knowledge on where and how to bet.

- Wrote weekly news and insights from across the gaming business world.

Content Writer at iGaming GmbH

Aug 2017 — Aug 2019

Berlin, DE <https://igaming.com/>

Affiliate marketing agency targeting lead generation for sports betting & online gaming companies.

- Ran content marketing initiatives to maintain top 10 search position for target keywords.
- Optimised blog networks with SEO, backlink building and strategic partnership management.

EDUCATION

MSc Accounting & Finance at University of Leicester

Sep 2019 — Oct 2020

Leicester, UK

BA History at Anglia Ruskin University

Sep 2013 — Jul 2016

Cambridge, UK

SKILLS

Product Management

Technical Program Management



Data Analysis & Reporting



UX & UI Design



Product Marketing

Written Communication



Go to Market Management



User Research & Discovery



Technical

Web Development

(TypeScript, Next.js, Vercel)



MS Excel



SQL Databases (PostgreSQL, MySQL)



COURSES

Full Stack Web3 Development with JavaScript

freeCodeCamp

Agile Project Management

Google Career Certificates
Coursera

Data Science Specialization

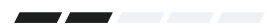
John Hopkins University
Coursera

LANGUAGES

English



German



INTERESTS

Outside of my work, I enjoy running, listening to science and history podcasts, and travelling.