



VP PRODUCT
PRODUCT DIRECTOR
HEAD OF PRODUCT

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Sam is a commercially astute technology professional who has spent the past 10-15 years building and scaling Enterprise software products, including mobile applications, web platforms and developer tools.. Sam has been exposed to a broad number of exciting technical and product challenges - including analysis and M&A due diligence; incubating and building brand new products or business units in established 'traditional' businesses; and re-platforming and unifying disparate software applications to deliver step-changes in cost, performance and customer experience.

He has mostly focused on under-digitized or nascent industry verticals, fusing emerging hardware technologies and state of the art software architecture to address underserved customer needs. Sam's unwavering curiosity, insatiable appetite to learn, and comfort embracing challenging problems sets has helped start-ups navigate fuzziness and find product-market-fit, and scale-ups to fine tune GTM market strategies for growth. He has delivered in small and very large organizations; both privately owned and publicly-listed; as a strong individual contributor, and as strategic leader/manager.

STRENGTHS

- Razor-sharp eye for identifying and critiquing market opportunities through qualitative insights, data and research.
- Relentless focus on the voice of the customer to discover and prioritize the most compelling product features, GTM motions, and commercial models to gain traction and fuel growth.
- Situational leadership to find the optimal balance between structure/process vs. equipping product and engineering teams with the autonomy and creativity to stay nimble and feel empowered....without losing sight over the over-arching business objectives.
- Building and nurturing an inclusive community of stakeholders across the internal org, in which the broader team feels invested in co-owning and shaping the product roadmap
- Craft compelling messaging, positioning and sales collateral through deep understanding of the target audience

EXPERIENCE & ACHIEVEMENTS

Head of Product - Platform & SaaS Products @ Digimarc Corporation (NASDAQ: DMRC) | January 2024- Present

- Digimarc is an ambitious, publicly listed US software company with extensive IP in Digital Watermarking technology which can be used to digitize physical products and a variety of digital media (image, video, audio) for identification or authentication.
- The business has a heritage in providing watermarking as a covert security layer for anti-counterfeit use cases, including central bank currency, documents, ID cards, gift cards and consumer products. Digimarc is now pioneering the protection of authentic digital content in the age of generative AI whilst also disrupting a number of other areas, such as transforming plastic recycling, factory automation, and delivering a frictionless checkout experience for retailers
- Sam leads a small team of product managers building a new cloud platform which is unifying a number of legacy platforms, mobile applications, and developer tools/SDKs following an acquisition
- The new platform buildout scope includes all foundational capabilities - including user authentication, authorization and privacy; account management, billing and subscription; user onboarding, help content and support; scalable and performant architecture for data collection, transformation, analytics (internal and external) and data sharing (developer tools/APIs)
- Sam's responsibilities also extend to a number of Digimarc SaaS products built on the Illuminate platform - including product authentication, consumer engagement, retail loss prevention, and gift card authentication
- In each of these domains, Sam has responsibility for the roadmap, pricing, GTM model and product marketing. The role has frequent exposure to customers, industry consortiums, NGO's and channel partners
- Over the past 12 months we have continued on the ambitious product buildout whilst simultaneously growing subscription ARR by >50% at 'best in class' SaaS gross profit margins of 85%.

Senior Product Manager @ Digimarc Corporation (NASDAQ: DMRC) | May 2022- December 2023

- Responsible for Product Management, strategy and GTM efforts for our Recycling software solutions, focusing principally on helping the world's largest CPG brands transform the recycling of plastic packaging, and recycling facilities operators to improve the quality, quantity and value of their recycled plastic output
- Over the 18 month period, Sam opened up landmark pilot projects in France, Belgium, and Canada alongside industry consortiums, transitioning the technology from PoC to planning for market rollout
- Totally reinvented and simplified the pricing and GTM model to address the feedback and challenges experienced in trying to drive industry-wide/systemic change and lower the barriers for adoption
- Established domain expertise in field, speaking at a number of x-industry meetings, interviews by publications and webinars.

Co-Founder/Advisor @ PIN IoT Ltd. | 2018- Present

- Identified untapped market opportunity for asset tracking solution in commercial waste management sector
- Developed brand, positioning, messaging, value proposition and initial hardware partnerships
- Successfully completed Startup Bootcamp accelerator; has now received 4 rounds of angel investment and has achieved product-market-fit and market leading position in UK niche
- Minority shareholder and advisor

Head of Software & Services, Northern Europe @ Hilti | September 2019 - December 2020

- Interim leadership of 8 FTE (during COVID/restructuring) - team of operations managers, analysts, project managers and product managers
- Continued responsibility for strategy, marketing, product development and customer experience for Hilti IoT software portfolio, and assumed leadership of team responsible for Power Tools-as-a-service (Fleet Management) solution across Northern Europe (UK, Ireland, Sweden, Denmark, Finland, Norway)
- Continued to manage and deliver UX and product improvements, whilst also navigating challenges of COVID period - implementing a 'digital-first' end-to-end GTM and support model to secure revenue growth; with Internal process changes to deliver flexible pricing to support customer needs; and new software use cases to respond to new pain points and legislation emerging from the pandemic

Senior Product Manager, IoT/Software @ Hilti | May 2018 - May 2022

- Product manager for portfolio of IoT/asset tracking software (+hardware) products for the construction industry
- Responsible for product development, strategy, pricing, marketing and launch roadmap across physical/digital channels in GB, IE , and Scandinavian markets
- Merged two mobile applications to create a freemium model and streamline customer experience, drive e-commerce and deliver significant improvements in both software UX and physical UX - step-changing end-end customer experience over the lifecycle of the product. This included a re-platforming from legacy monolithic to microservices architecture
- Led the in-field/front line customer engagement and feedback of several new products in pilot phases, then orchestrated product launches for BLE beacons, several BLE gateway products (warehouse gateway, van gateway, and mesh networking), and mobile plant tracking devices
- Launched external developer portal for Enterprise software integrations and served as Northern Europe domain expert
- Commenced strategic planning for the launch of Fieldwire (project management software acquisition), and strategic partnership with Trackunit
- Portfolio: Grew customers at net 20% CAGR over 4 years to 15,000+ users ~£5m ARR by increasing acquisition and implementing comprehensive data-fuelled lifecycle management to reduce churn to <10%

Product Director @ PLS Ltd. | October 2017-April 2018

- Lead the product strategy, management and marketing (3 FTE) of industrial asset tracking start-up, incubated inside £1bn revenue privately owned Group, Bibby Line Group
- Instrumental as the VoC in truly agile start-up team (whiteboard and post-it note backlog!) supported by offshore dev team
- Secured landmark supply chain asset tracking projects with 3 UK retailers and 1 automotive manufacturer
- Developed and piloted field-based tool tracking and high-value inventory management solutions targeting white space in utilities manufacturing and waste management (later the foundation for establishing PIN IoT)
- Led innovation into new technologies, securing PoC projects using LPWAN and Bluetooth BLow Energy
- Instrumental role in exit/sale of business to new owners; supported completion of transaction for parent company

Commercial Manager @ PLS Ltd. | October 2014- October 2016

- Commercial lead; managed C-level sales engagements with a pipeline of c.25 enterprise accounts; managed 3 FTE
- Development of compelling business cases, pricing frameworks, tender submissions and customer proposals
- Established new GTM models, incl. channel partner relationships with hardware/software vendors and systems integrators
- Responsibility for marketing & comms, including full re-brand and re-positioning

Strategy Development Manager/Analyst @ Bibby Line Group | June 2011- October 2014

- Transitioned from sponsored PhD associate/consultant to analyst supporting exec board in shaping strategy of £350m revenue portfolio of supply chain businesses
- Conducted market research and due diligence on a number of acquisitions in recruitment, training, and most notably asset tracking software (PLS) which was catalyst for career pivot to software/product management

EDUCATION

PhD Strategy (DNF) | University of Liverpool | 2011-2013

MSc Operations & Supply Chain Mgmt | University of Liverpool | 2009-2010

Ba Economics | University of Sheffield | 2005-2008

4 A-levels, 11 GCSE's | Calday Grange Grammar | 1998-2005

REFERENCES AVAILABLE ON REQUEST