



SENIOR PRODUCT MANAGER

MARTIN MOURITZEN

I ♥ Product

GET IN CONTACT

martin@martinmouritzen.dk
www.martinmouritzen.dk

<https://www.linkedin.com/in/mouritzen/>

PROFILE

I love building and improving products. Brainstorming and taking a product from idea to implementation is what life is all about.

I am (really) passionate about tech and product, and I use most evenings to better myself. I experiment with the latest technologies and push the boundaries of what I thought possible.

I live for those "EUREKA" moments.

I'm easy to talk to, and I love talking to users, programmers and clients.

My perspective is that everyone hoards brilliant gems of knowledge that they're more than willing to share with you, if you just take the time to listen and let them express their own passion to you.

PERSONAL PROJECTS

- [Segment Event Tracker](#), Chrome extension (10.000 users)
- [Podfriend Podcasting App](#), Web, Desktop and Mobile (3.500 users)
- [Mojito Facebook Page](#) (955.000 followers)
- [Primordial Prophecy](#) (Unity 2D game in production)

SENIOR PRODUCT MANAGER, REVIEWS & WIDGETS

TRUSTPILOT, 2019-PRESENT

Trustpilot is an open review platform, that has become a household brand in many countries. I am proud to have helped make that happen.

- Product leadership, discovery, dual track agile, prototyping and deciding on delivery and commitments.
- Helped successfully navigate an IPO from the product side
- Grew widget impressions from 100 millions to billions of impressions
- Part of creating an infrastructure that can handle many billions of hits in a single day without losing responsiveness
- Launched photo and video reviews that helped increase engagement in widgets by more than 25% and traffic to pages by more than 15%
- Managed another product manager
- On internal leadership track
- ... And so much more

PRODUCT ADVISOR

PROVENANCE.ORG, 2021-PRESENT

I mentor/advise the head of product in Provenance on subjects like discovery, how to set good milestones, balancing blue-sky thinking vs. me-too features, how to communicate roadmaps and how to tackle feature requests (among many other things). I also use my engineering background to help with subjects like widgets and integrations.

PRODUCT MANAGER, PRODUCT REVIEWS

TRUSTPILOT, 2017-2019

I helped take Trustpilot Product Reviews from an unsuccessful product that was about to be discontinued, to one of Trustpilots major revenue and retention drivers.

- Created a freemium offering and grew number of active domains by many thousand percent
- Number of sold product reviews modules increase of more than 900%
- Acted as an ambassador between product and sales and managed to close the gap and remove the "us vs them" attitude.
- Helped create and run sales courses and materials to make the product a success.
- And so much more

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SOFTWARE

I believe I can use pretty much any software, but I have a lot of experience with:

Miro, Whimsical, Looker, Figma, Photoshop, Hotjar, Confluence, Trello, Slack, Ally, Visual Code (and many more developer centric tools) etc. etc.

KEYWORDS

- Passionate
- Friendly
- Can-do attitude
- Analytical mindset

GLOBAL GROWTH HACKER

TRUSTPILOT, 2016–2017

As a "Growth Hacker" I used both my product and engineering skills to improve the flow of users through various funnels. Keywords here are lots of A/B tests, looking at data metrics and user behaviour using analytic tools and behavior tools like Hotjar etc.

- An increase in activation of new sign ups by more than 30%
- A direct increase in signups of 10%
- Helped launch and improve our API documentation / developer website

FOUNDER, CTO/CPO

SITELOOM, 2001–2016

Bootstrapped, I founded and scaled SiteLoom from just myself to 11 employees, and did the worlds smallest exit, selling the company.

The company created a Content Management System that was very successful on the Danish market, and had some of the largest brands using it for many years.

During this time I had many roles, and acted basically as a combination of CEO, CPO and CTO. I also programmed, wrote newsletters, lead the projects, wrote offers and a lot lot lot more.

SOFTWARE ENGINEER

THE PAST

Before starting my own company I have been employed as a software engineer, programmer and web developer.

I earned experience leading teams of engineers and spend a lot of time with technologies like: Javascript, HTML, (S)CSS, SQL, PHP, Java, REST, JSON, SOAP, XML.

I've built everything from big ecommerce systems and CMS platforms to online education systems, webchats, mobile applications, java applets and so (so so so so so) much more.