

Martin Mouritzen

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Experience

Group Product Manager · B2B Core, Trustpilot

June 2022 - Present

As a Group Product Manager I have the honor of supporting, mentoring, aligning and managing the smart and passionate product managers in the B2B portfolio. I help set the strategy and vision for what a great B2B solution looks like and create a culture of quick iteration and learning. Gathering input from across the company and making sure the customers have a voice in our product development process. Furthermore, I am responsible for representing the product department in our “Strategic Focus Area” group, which is a cross functional group of leaders in Trustpilot that sets the future direction across the company.

- Reports to the CPO (Reported directly to the COO for ~1 year while we were lacking CPO/VP of Product)
- Responsible for strategy and vision for B2B Core, making sure it aligns with the rest of the organization (Product Marketing, Commercial, etc.)
- Manages Product Managers of 2-3 cross functional teams
- Helping teams set ambitious outcome based objectives and key results (OKRs) to work towards our strategic direction
- Making sure teams are empowered and doesn't fall into the “Perfect is the enemy of good” trap or “analysis paralysis” where teams have a tendency to do over-discovery if they are not confident to move forward.

Senior Product Manager · Product Reviews, Trustpilot

July 2019 - June 2022

Responsible for Trustpilot's Product Review offering. Grew the product from almost being removed completely to one of Trustpilot's key offerings while being a retention and revenue driver. Worked with outcome based OKRs to achieve great results for the entire team.

- Part of growing widget impressions from 100 millions to billions of impressions
- Launched photo and video reviews that helped increase engagement in widgets by more than 25% and traffic to pages by more than 15%
- Grew our Product Review product from less than 0.5% adoption rate to 20% adoption rate, driving many millions of dollars in monthly revenue
- Managed one other Product Manager
- Responsible for discovery, dual track agile, prototyping and deciding on delivery and commitments.
- Helped successfully navigate an IPO from the product side

- Instrumental in breaking down silos between our product and commercial departments
- Part of creating an infrastructure that can handle many billions of hits in a single day without losing responsiveness
- On internal leadership track
- ... And so much more

Product Manager · Product Reviews, Trustpilot

October 2017 - June 2019

Responsible for finding product market fit for our Product Review product.

- Number of monthly sold product reviews modules increase of more than 900%
- Created a freemium offering and grew number of active domains by many thousand percent
- Acted as an ambassador between product and other parts of the company, managing to close the gap and remove the "us vs them" attitude
- Helped create and run sales training and materials to make the product a success
- Worked closely with Product Marketing and support to take the different features to the market

Global “Growth Hacker” · Trustpilot

August 2016 - October 2017

Data driven optimization of funnels across the product both on the business and consumer side.

- Doing landing pages, email activation campaigns and improving user flows in our application to improve engagement and activation
- Created a new onboarding flow that increased B2B adoption by over 30%

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.

Founder, CTO/CPO, Siteloom

2001 - 2016

Bootstrapped, I founded and scaled Siteloom from just myself to 15 employees, and did the world's smallest exit, selling the company. During that time I managed 12 engineers, designers, a project lead and a lot of freelancers.

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 (FC Copenhagen, Brøndby, Marabou, Tryg, TDC, Arbejdernes Landsbank and a lot more).

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

Software Engineer

The past

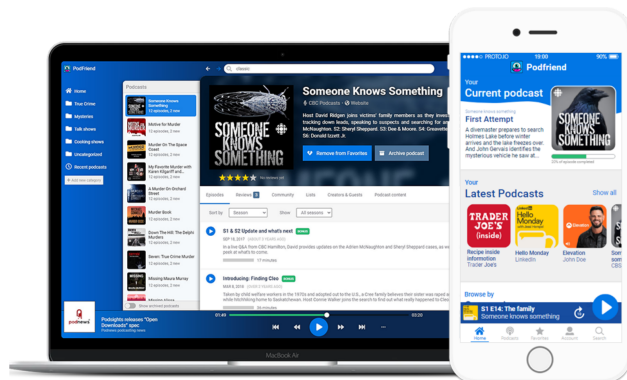
Before starting my own company I have been employed as a software engineer, programmer and web developer. I gained experience leading teams of engineers and spend a lot of time with technologies like: Javascript, HTML, (S)CSS, SQL, PHP, Java, REST, JSON, SOAP, XML.

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.

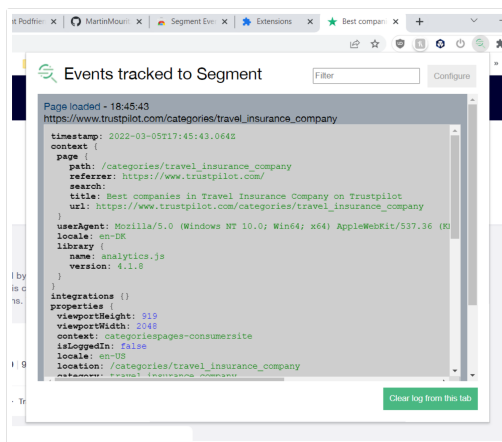
A few spare time projects

Podfriend · www.podfriend.com

Podfriend is a podcast application that exists on web, desktop and mobile. It supports a lot of "Podcasting 2.0" features like streaming bitcoins to podcasters, transcripts, chapters and a lot more. I built the entire application, from frontend to backend code, as well as creating the design.



Status: 500 unique monthly users



Segment Event Tracker · [Chrome web store link](#)

As Product Managers, one thing we love is data!

Sometimes though, we need to make sure that our data is actually being tracked correctly.

A lot of companies use “Segment” as a data platform (Also in Trustpilot). Finding no solutions out there, I built the Segment Event Tracker to be able to quickly grasp data being sent to Segment from our products in real time.

The code is open source and available on Github.

Status: 10,000 unique weekly users

Taste of Mojito Facebook Page · [Link to Facebook page](#)

A fun “little” Facebook page, inspired by my love of the drink Mojito, that after some posts went absolutely viral.

A typical post has a reach of 30,000-50,000 followers, where great posts can reach hundreds of thousands.

Status: 956,000 followers

