

Tommi Forsström

Digital Product Creation Specialist



Summary

- ▶ Over **15 years of experience** with digital product creation from all different angles.
- ▶ Highly **quantitative** and **data-driven** mindset backed by great intuition.
- ▶ Versatile **technical background** spanning the full stack from database to front end.
- ▶ Strongest verticals: **Content management, eCommerce, Analytics.**

Work History

Abbreviated, for full history see [LinkedIn](#)

Shutterstock 09/2015 onwards

Director, Product Management, Music & Video

- ▶ Lead all Product Management of Shutterstock's Music & Video Business Unit located in Montreal. Hired the entire Product team.
- ▶ Created "Squads & Guilds" work method to improve collaboration between crafts.
- ▶ Work with Dir. of Technology to build the right Squad & Guild structure for efficient delivery. Align sprint-by-sprint responsibilities, resourcing needs and long-term roadmaps between the Squads.

Greatist, Inc 04/2014 to 08/2015

Senior Technical Product Manager

- ▶ Combine responsibilities of VP of Engineering (managing the Platform Team) and Product Manager (managing feature roadmap).
- ▶ Lead architect Greatist's Drupal 7 based platform.
- ▶ **Growth of monthly unique visitors during first 10 months at Greatist: 4M to 10M.**
- ▶ Completely redesigned internal planning and implementation processes to an efficient iterative model based on Kanban and Scrum.

Kollabora, inc. 12/2011 to 04/2014

CTO/Product Manager

- ▶ Managed the tech team and the long term development roadmap.
- ▶ 1st employee of Kollabora that in its first year raised nearly \$3M in seed capital.
- ▶ Architected technical platform that stayed flexible through numerous small veers and pivots.

T:mi Forssto 07/2010 to 02/2012

Independent Technology Consultant


- ▶ Projects ranging from freelance development work to Agile coaching and management consulting in digital communications & strategy.
- ▶ Clients ranging from small NGOs to larger ad agencies and a large charity organization.

NRGM.fi 02/2011 to 12/2013

CTO/Product Manager (side project)

Futurice Oy 01/2008 to 08/2010

Head of Business Team / Senior Consultant / Technical Project Manager

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Education

University of Helsinki

Computer Science & Mathematics 1998-2000

EVTEK-polytechnic

Digital Communication 2000-2001

▶▶ References

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Rick Banister

Creative Director, Kollabora, Inc

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▶▶ Other

- ▶ Songwriter and music producer with internationally published works.
- ▶ Former columnist on digital music business for Finland's 2nd largest music monthly ([rumba.fi](#)) and for the member publication of The Federation of Finnish Enterprises ([yrittajat.fi](#)).
- ▶ Amateur [photographer](#).
- ▶ Ice hockey, weightlifting, bicycling and kettlebells.