




# 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.**

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## Work History

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

Shutterstock 09/2015 onwards  
Vice President, Product Management, Music, Video & API

- ▶ Lead Product Management of Shutterstock's Music & Video Business Unit (almost \$100M annual revenue) located in Montreal. Hired the entire Product team.
- ▶ Develop strategy for Shutterstock's API products.
- ▶ Created "Squads & Guilds" work method to improve collaboration between crafts.
- ▶ Work closely with VP 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 leading tech and product.
- ▶ 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 through multiple 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

## Education

University of Helsinki

Computer Science & Mathematics  
1998-2000

EVTEK-polytechnic

Digital Communication 2000-2001

## ▶▶ References

Derek Flanzraich  
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Entrepreneur & Investor  
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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.