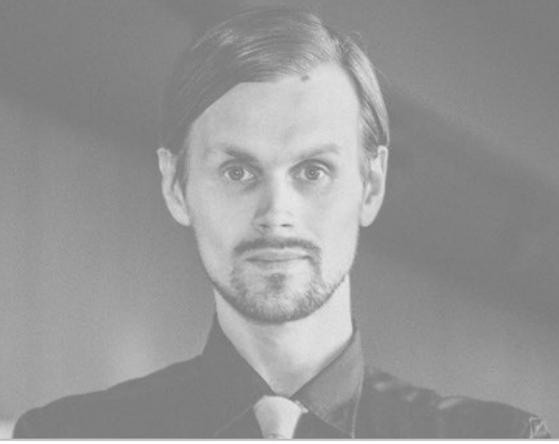


Tommi Forsstrom

Scaleup Product Executive



Summary

- › **Software Developer** -> **Product Leader** -> cross-functional **Business Executive**
- › Specialized in **product strategy and operations** for companies shifting from startup to scaleup
- › Fluid on verticals, most experienced with both ends of the **B2B** spectrum: VSBs / SMBs and large enterprises

Work History

[Workstep](#)

01/2022 to 08/2024

Chief Product Officer

- › Grew Workstep's AI-powered voice-of-employee product **from \$0.5MM to over \$5MM ARR** with >125% net dollar retention. For a customer base of huge F50 enterprise companies.
- › Built the entire **product strategy and operations** to support the organization's cross-functional team to go from chaotic feature development to a well-oiled machine with fluid processes.

[Teachable](#)

06/2019 to 12/2021

VP of Product / Executive

- › As a part of the exec team, scale Teachable from **\$15MM to \$60MM in 2.5 years** and through an 8-figure acquisition by [Hotmart Co.](#)
- › Build Product function from 8 to 37 people (incl. PM, UX, Product Ops and Product Marketing) and broader Technology team to 120 people.

[Insight Partners / Produx Labs](#)

09/2018 to 06/2019

CPO-in-Residence

- › Consult Insight Venture Partners' 150 portfolio company executives on product strategy.
- › Productize Insight's learnings on evidence-based product strategies to **Product Operations**.

[Splice](#)

01/2018 to 09/2018

Head of Sounds (GM)

- › Own P&L and long term business strategy for Splice's 2-way marketplace of samples and loops, responsible for accelerating 10% MoM growth beyond \$10MM ARR.
- › Directly manage Product team and coordinate cross-functional execution of business plan.

[Shutterstock](#)

09/2015 to 12/2017

Vice President, Product Management, Music, Video & API

- › Lead Product Management of Shutterstock's Music & Video Business Unit (\$100MM revenue).
- › Developed product strategy for Shutterstock's API product offering, "Platform Solutions".
- › Created "Squads & Guilds" work method to cultivate cross-functional product development.

[Greatist](#)

04/2014 to 08/2015

Senior Technical Product Manager

- › Combined responsibility of leading tech and product.
- › **Growth of monthly unique visitors during first 10 months at Greatist: 4M to 10M.**
- › Redesigned internal development process to an efficient Kanban-based model.

[Kollabora, Inc](#)

12/2011 to 04/2014

CTO

- › Managed the tech team and the development roadmap through multiple pivots.
- › 1st employee of Kollabora that in its first year raised nearly \$3M in seed capital.

Earlier positions, see [LinkedIn](#)

2000-2011

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