

Tommi Forsström

Digital Product Creation Specialist



Summary

- ▶ Almost **20 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 and Music.**

Work History

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

Splice 01/2018 onwards
Head of Sounds (GM)

- ▶ Own P&L and long term business strategy for Splice's 2-way marketplace of samples and loops.
- ▶ 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 (almost \$100M annual revenue) located in Montreal. Hired the entire Product team.
- ▶ Develop and launch strategy for Shutterstock's API product offering.
- ▶ Created "Squads & Guilds" work method to improve collaboration between crafts.

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 through multiple pivots.
- ▶ 1st employee of Kollabora that in its first year raised nearly \$3M in seed capital.


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.

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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Francois Arbour

Entrepreneur & Investor
Founder, PremiumBeat
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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.