

Tommi Forsström

Growth-Stage Product Leader



Summary

- Over **20 years of experience** with software product creation in companies of all sizes.
- Expert in **evidence-based product strategy**, specializing in **growth-stage** companies.
- Versatile **technical background** coupled with deep product and management expertise.
- Fluent in **multiple verticals** and both B2C and B2B - from SMB to Enterprise.

Work History

Insight Venture Partners / Produx Labs 10/2018 onwards
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, Inc 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 / Product Manager

- 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.


T:mi Forssto 07/2010 to 02/2012
Independent Technology Consultant

- Consulting clients in digital strategy, technical implementation and growth channels.

Futurice Oy 01/2008 to 08/2010
Head of Business Team / Senior Consultant

- Agile software project delivery, leading a business team. Main client: Nokia.

Positions as software developer between 2000-2008, see [LinkedIn](#) 2000-2008

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Education

University of Helsinki

Computer Science & Mathematics
1998-2000

EVTEK-polytechnic

Digital Communication 2000-2001

References

Melissa Perri

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Catherine Ulrich

Ex-CPO, Shutterstock
Tech & Product Advisor | Investor | Operator
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Other

- Founder and CTO of [NRGM.fi](#) - "Finland's Pitchfork". A music media awarded Online Media of the Year at the Finnish Music & Media industry awards in 2013 and preserved by the Library of Helsinki.
- Internationally published producer and songwriter.
- Founder of independent record label, [If Society](#).