

Tommi Forsström

Growth-Stage Software Executive



Summary

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

Work History

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, 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

- 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.

Tommi Forsström

07/2010 to 02/2012

Independent Technology Consultant


Futurice Oy

01/2008 to 08/2010

Head of Business Team / Senior Consultant

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

2000-2008

 (917) 833 3648

 tommi.forsstrom@gmail.com

 www.forssto.com

 www.linkedin.com/in/forssto

 www.medium.com/@forssto

 www.twitter.com/forssto

Education

University of Helsinki

Computer Science & Mathematics
1998-2000

EVTEK-polytechnic

Digital Communication 2000-2001

References

Shelley Perry

Managing Director, Scalelogix Ventures
sperry@scalelogix.com
303 807 3328

Catherine Ulrich

Ex-CPO, Shutterstock
GM, LIKEtoKNOW.it
catherine.r.ulrich@gmail.com
917 544 0900

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](#).