

DEAN SPEER

PRODUCT MANAGER

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SUMMARY

Product and Project Manager with 4+ years delivering digital products end-to-end across B2B SaaS, e-commerce, PR/media, and consumer platforms. Track record of owning partner-led delivery, coordinating cross-functional teams across engineering, design, and commercial stakeholders, and shipping under tight constraints across multiple concurrent initiatives. Experienced in integration delivery (APIs, OAuth, webhooks), building AI-first workflows with LLM tooling, and improving how teams work through better systems and processes. Comfortable creating structure in ambiguous environments, managing competing priorities, and driving outcomes through clarity and follow-through rather than formal authority.

EXPERIENCE

Product Manager & Project Manager
Mindnow AG - Zurich, Switzerland

Aug 2024 - Present

Own technical and operational delivery across Mindnow's product portfolio, balancing partner commitments, integration work, and concurrent product launches.

- Lead operational delivery of HeadlinQ, a data-driven PR platform built with Landau Media and PUNKT PR that uses AI to match press releases with journalists based on real-time publishing behaviour, replacing static media lists with scored recommendations. Coordinate engineering, editorial, data, and commercial stakeholders across three partner organisations; manage scope, milestone tracking, and blocker resolution through commercial launch at OMR.
- Scoped and coordinated Saleor headless commerce integration for SoFlow (e-commerce/IoT electric scooter app); ran structured delivery across product discovery, recommendations, and checkout; defined hypotheses and success metrics and used test results to inform roadmap prioritisation.
- Built Cycle Report, a client-facing analytics tool on Linear's API (OAuth 2.0, webhooks) that translates sprint activity into actionable reports for non-technical stakeholders, with SMS-based 2FA for client sign-off; now listed on Linear's official integration directory.
- Delivered Thoemus, a Best of Swiss Web award-winning 3D bike configurator and e-commerce platform, from technical scoping through launch.

Product Manager
Plenio AG (Mindnow spin-off) — Zurich, Switzerland

July 2024 - Nov 2025

- Owned product delivery for Plenio's AI career platform from early launch through rapid user growth.

- Took the consumer platform from zero to 8,000 users in four months; built analytics infrastructure with Mixpanel, identified a critical onboarding bottleneck through funnel analysis, and drove the fix, improving completion by approximately 35%.
- Shaped product direction for Plenio's AI matching engine using self-hosted, fine-tuned LLMs and semantic embedding models to connect candidates with relevant jobs.
- Worked with engineering to translate ML capabilities (CV extraction, semantic matching, multi-signal feedback from clicks, edits, confirmations, and rejections) into product features that users could understand and trust.
- Coordinated cross-functional delivery across engineering, design, and marketing partners.

Product Manager

Aug 2024 - Nov 2025

Clanq AG (Mindnow spin-off) - Zurich, Switzerland

- Managed product delivery for a family-oriented FinTech application, owning the roadmap for children's accounts and savings account features within a regulated financial product.
- Defined requirements and coordinated implementation of age-appropriate account flows, parental controls, and savings goal functionality, balancing regulatory compliance, UX simplicity, and engagement for both parent and child user segments.

UX Design Intern → Junior PM

Sep 2022 - Aug 2024

Mindnow AG - Zurich, Switzerland

- Started as a UX Design Intern and was promoted to Junior Project Manager within six months based on delivery quality and initiative.
- Heavily involved in the redesign of the Mindnow website: type foundry and font decisions, motion and animations, and applying UX laws and interaction patterns across the site.
- Hands-on with UX design and early-stage product discovery, conducting user research, building wireframes and prototypes in Figma, and translating findings into feature specifications.

Outbound Marketing

Aug 2015 - May 2017

TrekkSoft AG - Interlaken, Switzerland

- Designed and executed A/B tested email marketing campaigns via HubSpot targeting vertical-specific audiences, optimising for conversion rate improvement across the full marketing funnel.
- Built and maintained the lead database used by both sales and marketing teams; researched, prospected, and qualified leads from MQL to SQL through structured nurture sequences.

Additional experience

- Lived and worked for a year at Hetta Huskies in Finnish Lapland, above the Arctic Circle. Summers were building: log cabins and camp infrastructure. Winters were for the trails, leading multi-day, self-supported husky safari expeditions for international clients across the Arctic tundra. Kennel work, client guiding, and the logistics of keeping people and dogs moving when the weather did not cooperate.

- Tour guide for Bus2alps, the largest student travel company in Europe for study-abroad students. Based between Florence, Barcelona, and Rome. Led groups of up to 600 university students across 40+ destinations in Europe, North Africa, and Asia. Trips ranged from single-day local outings to ten-day itineraries across multiple countries and cities: logistics, transport, accommodation, and keeping large groups safe on the move.
- Worked in various hospitality roles in various continents such as Asia and Australia.

PROJECTS

ShotFile - <https://shotfile.app/>

- Mac screenshot manager: name, annotate, tag, and file before it saves.

LangLens - <https://langlens-beta.vercel.app/>

- Mac on-screen translation: select a region, local OCR, floating overlay, or multiple sections.

EDUCATION

Professional Scrum Product Owner I (PSPO I)

Design and Visual Communications

The Open University

Computer Game Design & 3D Animation

West Cheshire College

PERSONAL

Recognition

Best of Swiss Web Award winner for Thoemus 3D configurator and e-commerce platform.

Personal

Solo, self-supported bicycle tour across the United States: started on the North Carolina coast and finished in San Francisco, 6,400 km in 60 days. Wild camping and cooking along the way. No support vehicle.