

# CATALINA MARIA VLAD

Senior Product Manager

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## WORK EXPERIENCE:

### Product Manager at Tangible Markets

Sept 2025 - Present

Product partner to founders: structuring ambiguous growth problems into testable MVPs

- Owner of commercial & product strategy for a private markets startup, defining market positioning, GTM approach, and monetisation models before product-market fit projected to surpass \$200T global AUM by 2030
- Used agentic AI workflows and adopting Claude Code to sustain growth and optimise operations for high frequency customers' problems unlocking 8,000 early sign-ups

### Senior Product Manager at INTO University Partnerships (1x promoted)

Oct 2022 - Sept 2025

Owned Growth across Payments and Storefront experiences in a global B2B2C SaaS platform.

- Contributed £9mil average ARR through payments strategy and revenue optimisation
  - 25% reduction on the revenue leakage via customer journey re-design (55 ppl cross-functional team)
  - Led vendor strategy and API integrations across **AliPay, WeChat Pay and Worldline** maximizing ROI
- Increased lead generation by 80% by improving acquisition infrastructure and content-led growth
  - Replatformed the CMS from WordPress to Contentful, enabling scalable content operations
  - Optimised acquisition funnels through community-led initiatives, improving customer personalisation

### Product Manager at 90 Seconds

June 2022 - Oct 2022

Platform Product Manager in a global B2B SaaS marketplace.

- Drove **adoption via network effects** across the enterprise accounts, 3x avg. client usage increase
- Increased **NPS +23% and engagement +31%** by identifying customer workflow bottlenecks
- Introduced product discovery and prioritisation practices cross-functional teams (Sales, Marketing, Eng, Design)

### Product Manager at First Bank

Oct 2021 - June 2022

Owned onboarding and activation across digital KYC and offline client onboarding journeys.

- 84% customer base conversion via delivering **secure client onboarding flows (eKYC)** integrating Onfido (acquired by Entrust), reducing drop-off rates by 40% and improving client activation while maintaining compliance, fraud prevention, and data integrity requirements to high standards
- Established the operational function and led KYC workflows E2E. 350ppl cross-functional team (Eng, Design, Legal & Compliance, Ops)

### Product Manager at Youni (1x promoted)

Aug 2020 - Oct 2021

Partnerships Team Lead promoted to First Product Manager hire in an AI B2B2C EdTech Start-up

- Defined and Built the MVP, taking the company from ambiguity to a product direction, secured the pre-seed round backed by UiPath and Early Game Ventures (£1mil)
- Led and Recruited the Partnerships Team (5ppl) to help with product market-fit and partnerships expansion
  - Scaled top-of-funnel acquisition through HubSpot-driven landing page optimisations (+120% leads/month)
  - Drove student acquisition expansion to across 20+ international markets via community-led growth strategies (Recruitment Masterclasses, Future Leaders Network, University Insider Roundtables)

### Data Analyst Associate at Morgan Stanley (Placement Year)

Sep 2018 - Sep 2019

First UK-based Data Analyst in the Workforce Analytics team

- Built executive dashboards (SQL, Tableau, Power BI) enabling data-led decisions for the COO and storytelling the gender pay gap analysis for different audiences, over EMEA, APAC and MENA regions.

## EDUCATION:

### University of Manchester, BSc IT Management for Business (First Class Honours)

**Dissertation:** How data analytics can improve operational performance in construction sites

**Awards:** Stellify Award for Leadership & Innovation, Making a Difference Award for Impact in Education

### Certified Professional Facilitator | 2023

Trained in structured facilitation, discovery, prioritisation and action planning for high-stakes, cross-functional environments.

## OTHER LEADERSHIP ROLES:

### Events Director at Women in Product UK & CPO Track

Sept 2022 - Present

- Global Community Builder responsible for organising and promoting events high-profile speakers in all 11 Hubs

### Co-founder at MakeIT!

July 2018 - Present

- Organising 3 Summer Camps per year for kids, in charge of leading the programs and training the volunteers

### Hackathon Director at GreatUnihack & StudentHack

May 2018 - Nov 2019

- Led 150+ volunteers for organising international competitions, in charge of securing £150k sponsorships
- Awarded by the Major League of Hacking League for the Best Hackathon of the year in 2019