

CAROLINE WIENCKEN

PRODUCT LEADERSHIP | STRATEGY, GROWTH & TEAM OWNERSHIP

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PROFILE

Product leader who turns growth ambitions into clearer priorities, faster learning and measurable customer value. I build the decision engine around teams: shared goals, customer evidence and practical guardrails that enable ownership without unnecessary process. My experience spans B2B software, marketplaces and complex public-sector delivery.

RECENT EXPERIENCE

Aceve | Product Lead

B2B procurement software · KlarPris

- Improved search-to-basket conversion by 30% by focusing search improvements on what customers needed to accomplish.
- Reduced supplier activation development time from three months to zero, freeing 1.5 FTE of development capacity through a scalable self-service approach.
- Organised search, data and platform stability into three parallel value streams, enabling progress on the constraints blocking customer value.
- Reframed a feature-led roadmap around business goals and customer outcomes. Challenged strategic assumptions and aligned commercial incentives with supplier onboarding.
- Coached stream and technical leads towards end-to-end outcome ownership; introduced shared goals, visible trade-offs and collaborative opportunity exploration.

"Your leadership style is one of leading through context."

Manager performance evaluation, Aceve

Ageras | Senior Product Manager

Marketplace · Role began November 2022

- Analysed the marketplace business model and helped introduce a new offering and pricing. Following the changes, churn fell approximately 55% and bad debt fell 70%.
- Led discovery, design and development of a lead form with automated company lookup, increasing top-of-funnel conversion by 65% across six markets.
- Brought development teams closer to customers and introduced faster discovery and validation to improve decisions about what to build.

ADDITIONAL EXPERIENCE

Northcap Partners | Senior Product Management Consulting

Engagement began August 2024

- Advised portfolio companies on product strategy, success metrics and outcome-focused roadmaps, connecting product priorities with growth ambitions.
- Supported product teams in improving prioritisation and ways of working.

Udviklings- og Forenklingsstyrelsen | Product Owner

January 2020 to October 2022

- Redefined border-control system requirements with officers and suppliers to reflect operational needs; delivered the project on time and within budget.
- Established refinement and delivery practices across more than 20 teams and helped shift planning from feature commitments to desired outcomes.

Pronestor | Product Manager

August 2019 to September 2020

- Replaced feature-led roadmaps with outcome-based planning and introduced release strategies for both cloud and on-premise products.
- Partnered with the CTO to improve delivery transparency and commitment to critical product initiatives.

Inmsystems | Product Manager

January 2016 to August 2019

- Led a new product from concept to launch, acquiring 10 new customers in the first month; used profitability and win/loss analysis to guide product choices.

Risma | Product Manager

January 2016 to November 2016

- Joined as an early employee and established product, customer-success and commercial practices supporting product-market fit.

LEADERSHIP & PRODUCT CAPABILITIES

Product strategy and outcome-led roadmaps · Commercial models and pricing · Customer discovery and behavioural insight · Cross-functional leadership and coaching · Prioritisation and decision systems · AI-assisted prototyping and customer validation

Selected tools: Mixpanel, Hotjar, Miro, Jira, Linear, Notion and Confluence.

EDUCATION & PROFESSIONAL DEVELOPMENT

Roskilde University | Master's in Philosophy and History of Science

Product Institute | Product Metrics; Tech Fundamentals

Scrum.org | Product Owner certifications