

Bart Maron

Senior Product Owner / Product Manager



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EU · Remote

PROFESSIONAL SUMMARY

Senior Product Owner and Product Manager building fintech and enterprise SaaS products. I turn customer research into roadmaps, prioritised backlogs and releases with design and engineering. My background as a web developer and SaaS co-founder supports hands-on work with AI products, API integrations and subscription models.

Own.

The problem. The outcome.

Connect.

People. Ideas. Systems.

Build.

Make it real.

PROFESSIONAL EXPERIENCE

ZEN.COM

Senior Product Owner

Feb 2026 – Present

- Own Extended Warranty and Cashbacks end to end: product priorities, customer journeys, partner requirements and delivery with design and engineering.
- Translate service rules and legal requirements into customer journeys that explain the benefit, applicable conditions and next steps.
- Turn partner API constraints and business rules into buildable requirements, covering customer-facing states, exceptions and acceptance criteria.
- Align commercial, legal, compliance and engineering teams on scope and dependencies, resolving trade-offs before they become delivery blockers.

Read case study ↗

S&P Global

Senior Product Owner

Sep 2022 – Feb 2026

Product Owner from Sep 2022 · Promoted Sep 2025

- Led frontend delivery and user experience (UX) for Studio Canvas, an AI-assisted tool that lets car dealers build customer audiences from natural-language requests.
- Owned Showroom digital retail delivery across React and .NET teams, plus one-way and two-way CRM integrations with VinSolutions, CDK, DealerSocket and Momentum.
- Introduced organisation-wide Airtable workflows and legal-disclaimer automation. Received the Product Leader Award.

Read case study ↗

WOOLEO

Co-Founder

Jan 2022 – Sep 2022

- Co-founded and launched a SaaS platform for desktop-app subscriptions, automated licensing and recurring billing.
- Researched developer needs, validated the MVP and onboarded initial clients; iterated the product and go-to-market approach from feedback.

Read case study ↗

LEO

Product Manager · Change Manager

Mar 2020 – Sep 2022

- Turned a lifetime-licence business into a subscription service, connecting acquisition funnels, software licensing, recurring billing and renewal reminders through rule-based automation.
- Introduced SaaS self-service dashboards so customers could manage licences and subscriptions without relying on support for routine account questions.
- Automated support reporting around hours worked, customer summaries and service-level agreements (SLAs), giving the team account context at hand and customers a clear breakdown of billed work.

Read case study ↗

BEFORE THAT

zoovu

Customer Support Team Lead

Jan 2019 – Mar 2020

plugdesign.net

Freelance Web Developer

Jun 2017 – Jan 2019

INDEPENDENT VENTURES

Club Arrow

Founder

Built a community-led kitesurfing travel venture, owning trip offers, sales, partner coordination and the on-site experience.

Read case study ↗

BotBot

Founder & Product Owner

Built a crypto automation side project connecting TradingView signals, Airtable configuration, n8n workflows, and Binance execution with configurable risk controls.

Read case study ↗

hulanka.kids

Founder

Grew an audience to 13,000 followers and gained the first 20 paying subscribers through content, community and paid acquisition experiments.

Read case study ↗

OFF THE CLOCK

Book nerd.
Dad of three.

Happiest on a board. Always tinkering.

FAVOURITE TOOLS

Miro Figma Obsidian n8n
Codex Claude v0 Zapier

Favourites, not the full toolkit.