

Resume - Marcus Hamrin

- 15 years of helping teams sustainably deliver more value together.
- T-shaped product person, with a depth in iterative delivery practices, product strategy and metrics.
- Systems Thinker passionate about Psychological Safety, Value Delivery, Teaming and Visualisation

Experience

-  Group / Lead Product Manager | Electrolux, Dec 2024-Present
Leading the Wellbeing Product Area with design and engineering partners. Strategy, employee growth, management and product leadership.
-  Senior Product Manager | Electrolux, Mar 2024-Dec 2024 (9 months)
Digital strategy for the Care domain, coaching & mentoring PMs, establishing experimentation and product discovery. Stakeholder mgmt across marketing, product line, RnD and digital.
-  Senior Product Manager | Spotify, Feb 2023-Jan 2024 (11 months)
Video Strategy Product Lead, making sure our video capabilities serve the many needs of our business verticals now and in the future.
-  Technology Operations Manager | Spotify, Aug 2021 - Feb 2023 (1 year 7 months)
Identifying & addressing systemic improvements to product delivery flow across the Experience Mission (500+ ppl)
-  Product Manager | Spotify, Nov 2018 - Aug 2021 (2 years 10 months)
Expanding the Video playback SDKs for the Canvas and Video Podcast products.
-  Agile Coach | Spotify, May 2017 - Nov 2018 (1 year 7 months)
Supporting platform teams for faster & sustainable product delivery flow
-  Manager of Agile Program Management | Dalet Flex (Ooyala), Oct 2016 - May 2017 (8 months)
PgM Lead, large programs/portfolios, process improvements EMEA region. Agile Evangelist
-  Senior Agile Project Manager | Dalet Flex (Ooyala), Jan 2016 - Oct 2016 (10 months)
Managing and coordinating delivery of several multi-team projects.
-  Team Manager | Videoplaza, Apr 2015-Jan 2016 (10 months)
Managing the Client Applications team, building client side ad serving SDKs for video tech providers.
-  Scrum Master & Software Engineer | Videoplaza, Nov 2009-Apr 2015 (5 years 6 months)
Building client side ad serving SDKs for video tech providers, primarily in JavaScript & ActionScript
- Software Engineer & Graphic Designer | This Zentury, Feb 2007 - Nov 2009 (2 years 10 months)
Client-side development of TZ's VMS (JS/AS/HTML) + design, video editing/post-prod/VFX
-  Teacher | Sodertorn University, 2006 - 2008 (2 years)
Interactive Video & Multimedia, Game Design for the Web (Flash), courses (Flash)
- Owner | Bilder & Brus, 2005 - 2009 (4 years)
Consultant for flash development, motion, web, music. Education and production.
- Me & De Reklam AB | 2004 - 2005 (6 months)
Web / flash designer for half a year before touring Europe with my band in 2005.

Education



Södertörn University, 2006 - 2006

Flash, motion

Video production and interactive motion. I was recruited to teach this course after attending it.



Masters of Media, 2001 - 2003

Cross Media Production, Flash, Web design, Motion, Print design

Certifications & Courses



Certified Scrum Master - Scrum Alliance, 2010

Impact Mapping (Gojko Adzic), Crisp, 2015

Forecasting and Coaching using Data (Troy Magennis), Crisp, 2019

Skills

- ★ Product Development
- ★ Strategy
- ★ Product & Technology Operations
- ★ Leadership
- ★ Agile & Lean Methodologies
- ★ Coaching & Facilitation
- ★ Software Development
- ★ Illustration / Visualisation

Content



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Cover Letter - Marcus Hamrin

I've grown up with the modern IT industry. Starting with my own small consulting business, I learned the "entrepreneurial mindset" without even knowing such a term existed. From there I've gone through teaching at college, on to roles at startups and scaleups, into the corporate adulthood of modern day Spotify & Electrolux. Throughout this journey I've had many different roles as an individual contributor as well as a manager of people, products and processes.

My curiosity has driven me to experience different perspectives through different roles. I still enjoy coding and technology, and I love supporting teams from a product or delivery perspective. Discovering patterns and opportunities for systemic improvement in complex organisations is another passion of mine.

After almost 20 years of exploration, I consider myself a "T-Shaped" generalist, and the areas where I frequently get the most positive feedback are

- ★ **Strategy.** Effectively synthesising signals across an ambiguous space with the purpose of identifying opportunities, and paths to get there.
- ★ **Metrics & Measurement.** Identify useful signals to support decision making & experimentation.
- ★ **Product Development Flow.** Optimising delivery processes and ways of working for effective value delivery.
- ★ **Visualisation.** Helping others think, reason and align.
- ★ **Coaching.** Helping others find opportunities for change & improvement.
- ★ **Facilitation.** Help others collaborate effectively.

With the skills and experiences I've acquired in my career, there are certain areas in which I believe I can be a valuable contributor in a modern RnD organisation:

- 🕒 **Product Development & Strategy.** As a senior individual contributor or a formal leader I see myself helping the organisation with sensemaking, product- and / or delivery strategy, facilitation, mentoring and building alignment.
- 🕒 **Product / Strategy Operations.** If an organisation values effective delivery, I can offer a significant contribution, as long as the preconditions support it; sufficient mandate & accountability.
- 🕒 **Product Management.** I've been developing and driving key strategies across many teams without a formal leadership role. My strengths in strategy and product development paired with my ability to inspire, coach and facilitate have put me in those spaces. I've recently gotten the opportunity to do this also in a formal GPM leadership role, offering additional exciting dimensions to the job.

The environments where I find myself performing at my best are environments that share certain traits:

- ♥ **Psychological Safety.** I strive to create a safe and inclusive space around myself, and I find myself performing best where this is a highly valued principle.
- ♥ **Autonomy.** I perform at my best when there is room to creatively explore how to best solve problems and deliver results. However, this needs to be paired with...
- ♥ **Accountability.** I need to know that my work matters. When I know that other people depend on me and the results I deliver, I'm inspired to continuously improve and perform at my best.
- ♥ **Feedback.** I depend on others to provide the signals I need to navigate, and I expect others to depend on the signals I provide them. Continuous feedback is critical for me.

I believe the above provides an overview of what to expect from me, what I can offer and what I need in order to perform and contribute effectively. If you think our expectations match, I look forward to elaborate on this and much more in a conversation.

Kind Regards,
Marcus Hamrin