

# AREZOU SOLOUKI

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## PROFESSIONAL SUMMARY

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Senior product leader specializing in 0→1 launches, platform modernization, and turnaround initiatives across B2B SaaS. 11+ years building products, SaaS platforms, and developer-facing tools from early stage to Series D. Currently building an AI-native product operating system and available for fractional CPO, advisory, and interim product leadership engagements.

## KEY ACHIEVEMENTS

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- 200% merchant growth, 100% pilot conversion, 33% engagement lift (Flowbox Ratings & Reviews)
- 99.9%+ uptime, 100% data quality (Northvolt MES)
- 80% MAU, 550+ sites (Flowbox Analytics)
- 0% churn post-acquisition migration (Flowbox Publish)
- 300+ partners, 1M+ bookings (Fareoffice Platform)

## CORE COMPETENCIES

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- 0→1 Product Development & Launch
- AI/ML Product Integration
- Platform Modernization & Turnarounds
- Data Platforms & Analytics
- B2B SaaS GTM Strategy
- API-First Architecture
- Technical Fluency (Ex-Engineer)
- Coaching & Team Building

## PROFESSIONAL EXPERIENCE

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**SOLOUKI.SE** (APR 2024 – PRESENT)

### INDEPENDENT CONSULTANT

Advising early-stage B2B SaaS and AI/Data founders. Building an AI-native product operating system for PMs. Founded Platform Engineering Stockholm community (220+ members, 10+ events organized).

**NORTHVOLT** (APR 2024 – AUG 2024)

### SENIOR PRODUCT MANAGER (CONSULTANT), MES

Stabilized customer data-sharing API under operational pressure. Achieved 99.9%+ uptime, 100% data completeness, 75% accuracy boost. Launched shipments portal protecting high 7-8 figure revenue at risk.

**FLOWBOX** (NOV 2020 – APR 2024)

### LEAD PRODUCT MANAGER

- Ratings & Reviews Product Line (0→1): 30+ merchants in 12 months, 100% pilot conversion, 200% merchant growth, 33% platform engagement lift
- Analytics Platform (0→1): 80% MAU across 550+ sites via zero-downtime migration
- Turnarounds: 0% churn on Publish migration (60 customers), 67% adoption growth on Email Assets
- AI/ML: Rebuilt Flowscore ranking algorithm, ~50% adoption in fashion/eCommerce

**KINDRED GROUP PLC** (AUG 2019 – FEB 2020)

**PRODUCT OWNER (CONTRACT)**

Delivered automated reporting platform with 100% audit traceability. 3 external audits passed with zero major findings, ~60-70% reduction in reporting discrepancies. API-first integration framework for regulatory compliance.

**FAREOFFICE AB** (ENTERPRISE MOBILITY) (SEP 2013 – AUG 2019)

**PLATFORM MANAGER (PRODUCT & ENGINEERING)**

Led B2B/B2C booking and payments platform across 10-15 markets. 300+ partners, 1M+ annual bookings, 99.9% uptime. Built embeddable booking widget and partner API, cut support tickets ~95%, and delivered PCI-DSS compliant payment infrastructure.

PROFESSIONAL DEVELOPMENT

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**Reforge:** AI Product Leadership, AI Growth, AI Strategy, Product Growth Series, Finding Product-Market Fit, Product Strategy

**Maven:** Advanced AI Product Leadership, Accelerating Innovation with A/B Testing

**Product Faculty:** AI Product Management

**ICAgile:** ICP-ACC (Agile Coaching) · **Scrum Alliance:** CSPO

EDUCATION

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**KTH ROYAL INSTITUTE OF TECHNOLOGY** - Master of Science, Engineering and Management of Information Systems

**IAU, SCIENCE AND RESEARCH BRANCH** - Bachelor of Science, Physics

PORTFOLIO: solouki.se | 10 detailed case studies with metrics and outcomes

Available for: Fractional CPO | Advisory | Interim Leadership | Consulting