CV

Bart Maron

Senior Product Owner / Product Manager

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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

Current role

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 — Jan 2019 – Mar 2020
Customer Support Team Lead

plugdesign.net — Jun 2017 – Jan 2019
Freelance Web Developer

CORE SKILLS

Product management
- Product strategy
- Roadmap planning
- Research-led discovery
- Backlog prioritisation
- Stakeholder alignment

Product delivery
- Agile delivery (Scrum)
- User stories, acceptance criteria
- Product analytics (KPIs, OKRs)
- MVP validation
- Go-to-market planning

Technical product
- API and CRM integrations
- AI product development
- SaaS subscription models
- Workflow automation

EDUCATION

Master of Business Administration (MBA)
IT Management, Business
Polish-Japanese Institute of Information Technology
Sep 2019 – Sep 2020

Master of Laws (LLM)
Law
The John Paul II Catholic University of Lublin
Sep 2012 – Jul 2017

CERTIFICATIONS

- PMC Level I
- Scrum Master

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.

See what I've built.

Explore my projects ↗