

# Anders Tanhøj Østergaard

Senior Product Manager · B2B SaaS, fintech and regulated platforms

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## Profile

### Senior Product Manager with 15+ years building digital products.

Across enterprise SaaS, banking and consumer tech, I connect customer discovery with product strategy and commercial decisions, and take responsibility for the roadmap through delivery. AI is part of how I work and what I build: at Trackunit I set the direction for opening the platform to customers' own AI assistants, and I use AI daily to research, synthesize and explore solutions before they reach engineering. My experience includes product ownership of access management and safety inspections at Trackunit, line management of six Product Owners at BEC, and product and business development leadership at Boligsiden.

Much of my work has been in regulated domains, banking and construction-site safety, where a product decision also has to hold up against legislation and customer requirements. I work best where the problem is complex and the direction has to be established with customers, engineers and the business.

## Core expertise

Product strategy & portfolio roadmaps

B2B SaaS platforms

People leadership & coaching

Enterprise customer discovery

Pricing & commercial models

Regulated product development

AI & platform strategy

Multi-team stakeholder alignment

## Professional experience

### ● Senior Product Manager | Trackunit

Jun 2023 – now | Copenhagen

*Product ownership of Access Management and Inspections within a global IoT SaaS platform for the construction industry.*

- Own vision, strategy, roadmap, pricing and commercial model for the domain, across the platform and the customer-facing app.
- Accountable for operator profiles: the qualifications, certificates and access rules that decide who may operate which machine, configurable per market and per customer. Delivered the IPAF integration, so operator training is validated at the source. Used Amplitude funnels to find and fix the largest drop-off in operator onboarding; markedly more operators completed it.
- Took Inspections from enterprise customer discovery and early access through launch. Worked directly with customers and joined enterprise sales meetings.
- Set product direction for opening the platform to AI through Model Context Protocol (MCP) connectors, so customers could build reports and workflows with the tools they already use.

### ○ Product Manager | BEC Financial Technologies

Mar 2020 – Jun 2023 | Denmark

*Responsible for the shared Salesforce Customer Engagement Management platform for the 19 Danish banks BEC serves, which together handle 2.1 million active bank customers.*

- Line-managed and coached six Product Owners, each responsible for a development team, including performance management and professional development.
- Overall responsible for the platform's roadmap and product vision across the banks, balancing strategic priorities and competing requirements across 19 banks.
- Aligned six development teams around one platform roadmap.

## Earlier experience

- **Chief of Product and Business Development | Boligsiden**  
May 2018 – Oct 2019 | Copenhagen
  - Led the redesign and relaunch of the iOS app, raising its App Store rating from 2.1 to 4.4.
  - Delivered the product roadmap through an external engineering team and established product development processes.
  - Presented product priorities and KPIs directly to the board.
- **Product Manager | Ocean.io**  
May 2017 – May 2018 | Copenhagen
  - Took Ocean Mail ID from concept to market and led a cross-disciplinary team across technology, UX, marketing and communications.
- **Corporate Entrepreneur | Danske Bank MobileLife**  
2014 – 2017 | Denmark
  - Owned the concepts for Sunday.dk and SundayOwn, bringing budget-led home search from concept to launch inside the bank's venture incubator.
  - Ran discovery with customers and bank advisors, and delivered through a small squad and an external agency.
- **Business development and project roles | Danske Bank**  
2008 – 2014 | Denmark
  - As Project Manager, developed the offshore strategy for 750+ employees in India. Earlier roles covered cross-department innovation workshops, UX testing and business requirements.

## Education, courses and tools

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|------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Education</b>                                     | MA in Information Science, Aarhus University, 2008<br>Graduate exchange semester, National University of Singapore, 2007                                                                                            |
| <b>Professional development &amp; certifications</b> | Stanford University — Advanced Project Management (2014): Completed 4 of 6 program modules<br>SAFe 5 Product Owner/Product Manager, 2020<br>IPMA D certification, 2013<br>Danske Bank Internal Talent Program, 2013 |
| <b>Tools</b>                                         | Amplitude, Hotjar, Google Analytics, Salesforce, Productboard, Figma, Jira, Linear, Miro, Notion<br>Claude and Cursor for research, synthesis and prototyping                                                       |
| <b>Languages</b>                                     | Danish: native · English: full professional proficiency · German: professional working proficiency                                                                                                                  |