



DAVID HARTMAN

ABOUT ME

Chief Product Officer with a technical background and extensive experience bridging the gap between business and technology teams. Proven track record of driving product strategy, AI/ML integration, and operational maturity in high-growth B2B environments. Expert in managing complex product portfolios, leading cross-functional teams, and delivering innovative, customer-centric solutions that drive revenue growth and market leadership. A collaborative leader able to build scalable product organizations and foster a culture of innovation and results.

CONTACT

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- Haarlem, NL

**No work or visa
sponsorship required**

KEY SKILLS

- Product Strategy & Vision
- Data-Driven Decision-Making
- Cross-Functional & Global Team Leadership
- AI/ML Integration & Productization
- End-to-End Product Lifecycle Management
- Workforce Automation
- Pricing & Packaging Strategy
- Customer-Centric Development
- Agile Methodologies & Scalability
- B2B Product Portfolio Management

COMPETENCIES

LANGUAGE

- English (Native)
- Dutch (A2)

PROFESSIONAL EXPERIENCE

Chief Product Officer

Bright River | Haarlem, Netherlands | *June 2023 – Present*

- Steered product strategy, increasing ARR by 36% and accelerating time-to-market by 20%.
- Oversaw development and implementation of AI solutions that automated over 300.000 internal work hours annually.
- Partnered with engineering, sales, and marketing to improve delivery predictability via agile prioritization and resource optimization.

Head of Product

Bright River | Haarlem, Netherlands | *March 2022 – June 2023*

- Directed full product lifecycles for internal and external portfolios, including AI/ML solutions.
- Aligned product development with business goals, refining pricing and packaging to improve customer segmentation.
- Enhanced strategic alignment and market responsiveness by implementing an OKR framework and robust feedback loops.

Product Owner - Machine Learning

Bright River | Haarlem, Netherlands | *May 2019 – March 2022*

- Established and managed new ML and data teams to improve products and automation, cutting manual processing in key workflows by 40%.
- Introduced AI-driven features into core products, enhancing predictive capabilities.