



# IAN ROBBINS

**Phone:** (+46) 72 714 53 53  
**Email:** [irobbin2@gmail.com](mailto:irobbin2@gmail.com)  
**Location:** Mallorca, Spain (CET)

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Mission driven product executive with 12+ yrs experience in Consumer & Fintech roles. Highly passionate about building the next great start-ups / scale-ups in Europe and the world. Married with two children. Avid tennis player. Currently based in Mallorca, Spain.

## EXPERIENCE



**Superloyal**  
Advisor

Oct - Present



**Podimo**  
Consultant

Feb - Dec 2023



**Trade Republic**  
Head of Product - Discovery & Insights Unit

Feb - June 2022



**Greens Ventures**  
Founding Investor

Nov 2021 - Present



**PayPal (Zettle Acquisition)**  
Group Product Lead - In Store

Sept. 2019 - Aug. 2021



**Zettle**  
Director of Product  
*Promotion track of tenure:*  
Product Lead - POS | Product Manager - POS

Jan. 2016 - Aug. 2021



**Spotify**  
Product Manager  
*Product Teams of tenure:*  
Search & Browse | Artist Experience | Discover | Facebook Integration

Aug. 2011 - Nov. 2015

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## ABOUT ME

I have a proven track record of building products and experiences at scale both as an IC and Product Leader. My super powers are strong collaboration skills and a builder mindset when working with teams. I have a strong eye for good user experience, working across the user journey from onboarding and activation features in consumer apps to checkout and revenue development in B2B/Fintech.

I have started and PM'd teams from scratch, built strategies that resulted in forming new teams / missions, and been accountable for what 100+ people are building. I'm both a problem solver and an opportunity seeker.



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While at Spotify, I built some of the core experiences still in use today such as Genres, Proxy Search, Play Counts, Artist Merch and Artist Profiles. At Zettle / PayPal, I was the first official PM for the Point of Sale, owned the strategy, and scaled the POS organization 10x. My teams built tools like Inventory, Checkout, Reporting and Commerce Platform. Recently on contract at Podimo, I founded the Onboarding team, developed a 2 year vision and executed a strong experimentation cadence.

Moving forward, I want to help out the next great founders of Europe to build products. I'm particularly interested in roles that expose me to new industries and work scope. My experience and love for building make me a great candidate to be your next hire at an ambitious start-up or scale-up.

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## DEMONSTRATED ACHIEVEMENTS

- Identified optimization opportunities through data deep dives like removing *Podimo's "explore" option pre-registration* which resulted in a **3.5pp increase in paying users**.
- Conceived, designed, and shipped a *unified onboarding flow* from automated landing page to registration, paywall and download at Podimo which meant that for the first time, web onboarding experimentation can **affect 70% of all incoming traffic**.
- Authored Podimo's *User Generated Growth strategy* which resulted in a new *Rewards Home*, *Organic Share rewards*, and *boost experiments* that **doubled user generated intake**.
- Trade Republic Discovery & Insights teams **increased trader activity 5% and engagement 60%** through two pivotal product launches.
- Zettle POS teams increased Seller Engaged cohort as a percent of the overall base by approximately 10pp in 2 years contributing to a **55% overall increase in average merchant payment volume**.
- Recruited and grew the largest business unit in Zettle **from 1 to 12 teams in four years**.
- Lead PM to test a new app home for Spotify called *Discover* which was the company's first attempt at a personalized recommendation feed incorporating music and reviews. Collaborated with CEO, Daniel Ek, on demo of this experience on-site in New York.
- Grew **Spotify MAU 200%** as a team member of the Facebook integration team.
- Shipped *industry first merchandise integration* and signed-up **1,000+ artists in 2 weeks**.

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## MOST PROUD OF

**Building exceptional teams and culture** through a necessary emphasis on tech, product and design working in lock step with one another - one organization.

**Creating a POS value proposition** for Zettle which started as a payments company and evolved by building an outstanding,

## EDUCATION

**MBA** from University of Denver (2003-2005)

**B.A.** University of Colorado - Boulder (1997-2002)

Major: Sociology. Graduated **Cum Laude Honors**