Matthias Mandiau

CTO & product executive

Ghent, Belgium · Open to international relocation
Seeking CTO, CPO and director roles.
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Selected work

SL2 Capital
Product Lead & CTO
May 2024 – Dec 2025

Led product and technology across 12 projects and a 120-person delivery remit in three countries, reporting to the CEO. Directly managed product owners and developers.

Upswitch
CTO & Co-founder
Aug 2025 – present

Built a ~7M-company index across nine countries and its SEO approach. The site recorded 2.55M search impressions and 20,841 clicks, 22 Jul–17 Oct 2026. Won first paying advisory firms; now in wind-down.

Inflectiv
Co-founder & CTO
2023 – 2025

Co-founded the business, wrote its first code and led product and engineering. Built dataset tools with the team for around 1,000 AI-agent developers.

Vanar
CTO
2023 – 2025

Led technology alongside SL2, working with engineering teams on the core chain, staking and network operations.

H&M
Product Analytics Manager, Growth & Data
Jan 2021 – Feb 2022

Helped build checkout experimentation. Owned a payment test reporting +0.56% mobile checkout lift, with no significant revenue or AOV change.

TUI Nordic
Product Analytics Manager, Growth & Data
Jan 2018 – Dec 2020

Helped build search and booking experimentation. In FY2018/19, our team ran 247 experiments and forecast €2.13 million in additional sales.

Halebop & Telia Finance
Senior Technical PM, Growth & Data
May 2020 – May 2023

Led Halebop experimentation: 14 tests in summer 2020. Researched payment plans, fees and customer trust with the Telia Finance team.

PlayPilot
Senior Technical PM, Growth & Data
Apr 2023 – May 2024

Set growth priorities and helped build in-house A/B testing. The 2023 recap recorded 17 tests since September, nine with positive core-metric results.

Awards & recognition

Company recognition and published case studies. Unnavigated is a personal nomination.

H&M	**1st for website · Germany's Best Online Shops** H&M website, fashion chains category, DISQ/ntv.	2021
TUI Nordic	**Published case study · Milliseconds Make Millions** TUI.se in Deloitte's Google-commissioned study.	2020
	Top five travel sites · Internetworld Topp100 Editorial recognition of TUI.se's travel discovery and booking experience.	2019
Halebop	**Gold · Swedish Content Awards** IT & Telecom gold for Not So White Guide, by Halebop and Obeya.	2022
	1st in customer satisfaction · Svenskt Kvalitetsindex Halebop's fifth consecutive first place for private-mobile customer satisfaction.	2020
PlayPilot	**Industry selection · Parks Associates** Selection of PlayPilot and CEO David Mühle.	2023
Inflectiv	**21st · TechRound Blockchain32** Company ranking for Inflectiv.	2025
Vanar	**28th · TechRound Blockchain32** Company ranking for Vanar Chain.	2025
Unnavigated	**Best Newcomer nominee · Belgian Travel Blog Awards** Personal nomination for "Captain of your own Riverboat in the Netherlands".	2020

Education

MBA, thePower · 2020–2021
Advanced bachelor's in International Studies, UCL Leuven · 2015–2016
Bachelor's in Graphic and Digital Media, Artevelde
CXL Institute · Experimentation, analytics and growth · 2018–2019; 2022

Skills

Product strategy & discovery · Team leadership & coaching · Experimentation & analytics · Applied AI & data integrations · React/Next.js · TypeScript/Node.js · Python · Production delivery