Matthias Mandiau

CTO & product executive

Ghent, Belgium | Open to international relocation
Seeking CTO, CPO and director roles.
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https://matthias-mandiau-portfolio.lovable.app

Work Experience

Upswitch | CTO & Co-founder

Aug 2025 - Present | Concurrent founder work

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.

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.

Inflectiv | Co-founder & CTO

2023 - 2025 | Concurrent founder role

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 | Concurrent venture responsibility within SL2

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

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.

Telia (Halebop and Telia Finance) | Senior Technical PM, Growth & Data

May 2020 - May 2023 | Consulting, concurrent with other roles

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

H&M Group | 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.

Skills

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

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

Languages

Dutch | Native; English | Full professional proficiency; French | Professional working proficiency

Awards and Recognition

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

H&M | 1st for website | Germany's Best Online Shops | 2021
H&M website, fashion chains category, DISQ/ntv.

TUI Nordic | Published case study | Milliseconds Make Millions | 2020
TUI.se in Deloitte's Google-commissioned study.

TUI Nordic | Top five travel sites | Internetworld Topp100 | 2019
Editorial recognition of TUI.se's travel discovery and booking experience.

Halebop | Gold | Swedish Content Awards | 2022
IT & Telecom gold for Not So White Guide, by Halebop and Obeya.

Halebop | 1st in customer satisfaction | Svenskt Kvalitetsindex | 2020
Halebop's fifth consecutive first place for private-mobile customer satisfaction.

PlayPilot | Industry selection | Parks Associates | 2023
Selection of PlayPilot and CEO David Mühle.

Inflectiv | 21st | TechRound Blockchain32 | 2025
Company ranking for Inflectiv.

Vanar | 28th | TechRound Blockchain32 | 2025
Company ranking for Vanar Chain.

Unnavigated | Best Newcomer nominee | Belgian Travel Blog Awards | 2020
Personal nomination for "Captain of your own Riverboat in the Netherlands".