

LAURA DEGERATU

Senior Product Manager · Payments, Platforms & Operational Tooling
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SUMMARY

Senior Product Manager with 6.5 years across B2B2C payments, two-sided platforms, and operational tooling. Payments depth from checkout to infrastructure: a Magento→Zuora provider migration, an 80% reduction in fraud, and self-service paywall and checkout flows. Builds discovery and experimentation practice where none exists — and has mentored 6 PMs across three companies while doing it.

EXPERIENCE

Senior Product Manager | Supertab Aug 2025 – Mar 2026

[[one line of company context — e.g. B2B2C payments infrastructure for publishers, ~N employees]]

- Owned end-to-end discovery and strategy for a B2B2C paywall connecting publishers with their end users through a reusable, personalizable self-service payment and checkout flow.
- Identified account creation as the primary barrier to payment completion through interviews, cohort analysis, and experimentation; won management support for an optional account flow, doubling conversion [[over what period, on what volume]]
- Ran continuous discovery across value proposition, account creation, and personalization, synthesizing interviews into an opportunity tree; lifted conversion ~5% [[baseline and timeframe]]
- Built the company's metrics foundation: ran a data workshop to define what mattered, then built and owned the dashboards in PostHog, Metabase, and Periscope.
- Set up and led a newly formed cross-functional team, moving it from Scrum to Kanban; introduced company-wide customer discovery sessions that shifted decisions from assumption-based to user-outcome-driven; coached 2 PMs on experiment design and metrics.
- Prototyped with Claude Code and Figma Make to pressure-test ideas before engineering investment. [[name one prototype that shipped or changed a decision]]

Senior Product Manager | limehome Feb 2022 – Jul 2025

[[one line of company context — e.g. digital hospitality operator, N properties across 100+ European cities]]

- **Additional Services Platform.** Inherited 4 fragmented products with no shared infrastructure; mapped the operational backend across OMS, WMS, and manual systems, validated the concept with an Airtable prototype, then defined a 3-year strategy, secured management buy-in, and drove delivery to production.
- **Apaleo PMS integration.** Owned a real-time bidirectional API integration covering reservations, billing, room inventory, and housekeeping across 100+ European cities, working with engineers on endpoint design and data-consistency trade-offs.
- **Multi-user platform redesign.** Led the redesign of operational products serving external cleaning teams and internal operations, doubling product adoption and cutting time lost to repeated actions by 50% [[adoption baseline]], grounded in interviews, personas, and usability testing.
- **Experimentation capability.** Built a company-wide experimentation framework letting teams set up and analyze tests without technical support; used it to surface a processing delay and an ordering bug, improving early check-in approval rates by 20%.
- **User and access management.** Migrated 2 products to a single account, single login, and unified permissions system, defining role-based access rights, document flows, and approval hierarchies across internal and external users.
- **Team development.** Mentored 3 PMs and product-adjacent colleagues across discovery, strategy, and communication, and ran workshops on storytelling, user interviews, and product practice. Drove OKR planning and delivery with engineering, design, and operations.

Product Manager | 1&1 Mail & Media Sep 2021 – Jan 2022

- Ran user behavior analysis across qualitative and quantitative data to identify pain points in cloud storage adoption, resulting in an A/B test proposal accepted for implementation.

Product Manager | InterNations Aug 2019 – Sep 2021

[[one line of company context — e.g. expat community platform, N million members]]

- Owned discovery-to-delivery on a two-sided platform connecting members with volunteer Consuls, improving registration, onboarding, paid upgrade, and dunning flows across web, iOS, and Android: +20% finished registrations, +25% upgrades [[registration volume or MAU]].
- Led the payment provider migration from Magento to Zuora — documented the full payment, billing, and subscription schema, planned the approach with engineers, and onboarded customer support onto the new system.
- Cut fraud by over 80%: analyzed how it affected user activity and retention, evaluated and piloted prevention tools, selected the best fit, and led the rollout.
- Owned the B2B product — custom registration flows, branded company landing pages, and client-facing analytics. Introduced OKRs company-wide for the first time and mentored a PM.

Senior Member Relations Manager | InterNations Sep 2016 – Jun 2019

- [[Two bullets — this is the transition-into-product story and is currently blank. Cover what you owned at scale (members, events, markets), and the specific thing that pulled you toward product.]]

SKILLS & TOOLS

Discovery & research: user interviews, opportunity solution trees, personas, usability testing, continuous discovery · Hotjar, Maze

Experimentation & analytics: A/B testing, cohort analysis, metric definition, dashboard ownership · PostHog, Metabase, Periscope, PowerBI, Google Analytics

Payments & platform: Stripe, Zuora, MaxMind, Apaleo

Ways of working: Scrum, Kanban, OKRs · Jira, Confluence, Miro, Airtable, Zendesk

AI-native practice: Claude Code, Figma Make, LLM-assisted prototyping, spec generation, and analysis

EDUCATION

[[Degree, institution, year — or delete this section. Certifications and courses can live here too.]]

LANGUAGES

Romanian (Native) · **English** (Native-like) · **Japanese** (Advanced) · **German & French** (Intermediate) · **Spanish & Italian** (Strong comprehension) · **Korean** (Beginner) · **Vietnamese** (Learning)