Mike Maton

Product Strategy & Delivery Leader | Building Secure, Automated, High-Impact Digital Solutions

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EDUCATION

Diploma | IT & Business Studies | Windsor Boys School & Windsor College | 1997-2000

AREAS OF EXPERTISE

Business Development Mgt.
IT Development Mgt.
Project Management
Ecommerce/Website Development
Account Management
Business Information Technology
Business Analysis
Business Intelligence
Consulting
IT Strategy
Graphic Design
API System Automation
IT System Automation
Integration Services
Technical Support
Requirements Management
Relationship Management
Materials Management
Agile Methodologies
Scrum Methodologies
Procurement & Outsourcing
Process Improvement
Documentation & Reporting

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CAREER SUMMARY

With 20+ years of experience in IT, product leadership, and business development, I specialise in delivering automated, scalable solutions that improve performance and reduce operational complexity for global organisations. As Chief Product Officer at Smart MasterKey, I lead the development of a cloud-based mobile access platform that delivers enterprise-grade security, sustainability, and operational efficiency.

My background spans IT project management, Agile delivery, API integrations, and pre-sales strategy, with a strong track record of managing key accounts and optimising processes across the UK, Estonia, and international markets. I also bring 15+ years of web development experience—including projects for Nissan and Jamiroquai—and remain focused on shaping future-ready systems that transform how organisations manage access, automation, and digital workflows.

PROFESSIONAL EXPERIENCE

CPO / Head of Product

- Defined the product vision and multi-year roadmap for Smart MasterKey's cloud-based mobile access platform, aligning strategy with customer and market needs.
- Led end-to-end product development, converting requirements into clear specifications and managing prioritised Agile backlogs and delivery cycles.
- Directed cross-functional engineering and design teams to deliver secure, scalable releases with enterprise-grade performance and compliance.
- Owned API and integration strategy, enabling seamless connectivity with third-party property management, security, and IoT platforms.
- Collaborated with key enterprise clients to validate features, gather insights, and shape tailored, high-value product solutions.
- Established product KPIs, leveraging analytics and user feedback to drive optimisation and strategic decision-making.
- Supported commercial and pre-sales teams with product expertise, solution design input, and technical validation for major accounts.
- Built and refined product processes, documentation standards, and release workflows to enhance team efficiency and cross-functional alignment.
- Managed relationships with hardware vendors, IoT partners, and technology providers to ensure cohesive system performance and successful deployments.
- Drove innovation initiatives exploring next-generation access technologies, automation workflows, and sustainability-focused enhancements to maintain product competitiveness.

Technical Sales and Project Lead | birkle IT | July 2024 – June 2025

- Manage project budgets and track project costs, and report on project financial performance and time using Tempo in Jira.
- Develop detailed project plans, defining scope, timelines, resources, and budget requirements. Oversee the implementation of projects, ensuring milestones are met and risks are mitigated
- Stakeholder Management: Serve as the main point of contact between clients, vendors, and internal teams. Facilitate regular communication, status updates, and meetings to ensure transparency and alignment.
- Team Leadership: Lead a diverse team of developers, designers, and analysts. Foster a collaborative environment that encourages innovation and problem-solving while ensuring effective resource allocation.
- Manage project budgets and track project costs, and report on project financial performance and time using Tempo in Jira.
- Reporting & Documentation: Provide regular reports and presentations to senior management and clients, documenting key project milestones, changes, and outcomes. Develop and maintain project documentation, including project charters, project plans, and project status reports, using Confluence.

ADDITIONAL SKILLS

SOFT SKILLS

Cross-Functional Team Leadership
Staff Training & Development
Coaching & Mentoring
Interpersonal Communication
Interdisciplinary Collaboration
Complex Problem-Solving
Analytical Skills
Negotiation Skills
Conflict Management
Entrepreneurship
Team Building

TECHNICAL SKILLS

MS Office (Excel Advanced)
WordPress (Advanced)
SAP, Jira, & Oracle
Confluence & Exact
Scoro, Trello, & Allegro
Dreamweaver
Photoshop
Canva

LANGUAGES

English (Native/Fluent)
Estonian (Elementary)

PREVIOUS ROLES

Freelance Web Designer & Paternity Leave | Aug 2013 – Jan 2014

Sales Order Processing (SOP) Consultant | Zetes Ltd. | Apr 2007 – Oct 2010

Special Projects & Sales Accounting Consultant | CA Technologies | May 2006 – Mar 2007

Technical Support Engineer (Level 2) | CA Technologies | May 2005 – May

References available upon request

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EXPERIENCE CONTINUED

Project Manager | Yolo Group | July 2022 – 2024

- Develop and maintain project plans, including scope, goals, timelines, and required resources, within Jira, Confluence, and Advanced Roadmap.
- Establish project management tools and processes, and define roles and responsibilities for project team members for each sprint.
- Execute Marketing / Crypto and People Projects using Agile methodologies, track progress, and report on project status using Jira and eazyBI (Automated eazyBI reporting).
- Monitor project progress and manage risks and issues, document changes, and provide regular updates to stakeholders.
- Complete Marketing / Crypto and People projects, including delivering project outcomes, conducting project reviews, and documenting lessons learned (Retrospective) in Confluence.
- Develop and lead the project for the People team to establish frameworks for all 1000+ employees, aiming to promote consistency and improve the community management framework within our business by implementing best practices and creating a structured and standardized approach to community management.
- Manage project budgets and track project costs, and report on project financial performance and time using Tempo in Jira.
- Develop and maintain project documentation, including project charters, project plans, and project status reports, using Confluence.
- Collaborate with stakeholders, including internal teams, external developers (Betegy), and clients, to ensure successful project outcomes.
- Continuously improve project management processes and tools, provide training, support, and documentation to project team members, and ensure the PMO operates at a consistent level.

Development Manager | 1Office Group | May 2018 – September 2022

- Maintains accountability for managing the team that designs, develops, troubleshoots, and debugs software, applications, and tools, while serving as a Development Manager for 1Office Group, a global leader in solutions for accounting, tax preparation, bookkeeping, and payroll.
- Empowers customers by overseeing the building of encrypted, automated IT solutions that enhances their performance while helping employees with mundane administrative tasks.
- Coordinates cross-functionally with geographically dispersed teams; and spearheads and facilitates all the IT systems and processes with an eye on continuous improvement.
- Improves brand visibility and engagement by completely rebranding 1Office, which entailed the creation and management of a global suite of 7 websites.
- Enhances communication by developing software solutions through API's; and works with 3rd parties, such as the Estonian government, to build and develop their e-Residency company formation portal.
- Plans, executes, and delivers product releases; involved in product backlog and sprint planning; and plans the UAT for business processes & software bugs.
- Documents all the 1Office development projects so it is clear of the objective.
- Manages fully automated builds including the Know Your Customer (KYC) system, which sends out all emails with a secure encrypted upload and sends the information to a secure 3rd party software (Score and basisID).

E-Channel Projects Manager | 1Office Group | Jul 2017 – May 2018

- Maintained accountability for overseeing the redesign of global web projects, including the company's global suite of 7 websites – and a fully integrated web shop for 7 countries and bank accounts.
- Spearheaded new process flows for all website elements and content.
- Improved brand visibility and engagement by completely managing the rebranding of 1Office; and created the CVI compliance manual for the company.
- Managed relationships with key internal and external stakeholders as a main point of contact and SME; and leveraged problem-solving ability to address and resolve IT-related issues, as they arose.
- Enhanced business processes for the new GDPR changes; and empowered customers by conducting training & presentations on new business developments.
- Partnered with our attorneys to process the new automated development for the KYC (Know your customer)

Senior Project Manager | Eesti Energia | Jan 2017 – Jun 2017

- Maintained accountability for managing the implementation of oil trades software, while serving as a Senior Project Manager for Eeesti Energia, the world's largest oil shale to energy company.
- Liaised with Eesti Energia stakeholders as the main point of contact to assess their requirements while reporting to senior leadership to document progress.
- Coordinated with cross-functional teams throughout each stage of the project lifecycle; and ensured all projects and tasks were executed consistently on time, budget, and scope.

Senior Project Manager | Modera | Jan 2014 – Dec 2016

- Oversaw and led large, complex technical web-based projects, including CRM, PDM, intranet, and extranet-based projects, while serving as a Senior Project Manager for Modera, a modular platform that enables vehicle distributors to distribute vehicles on the market.
- Maintained responsibility for managing the full lifecycle of projects from requirements gathering to quality assurance and successful delivery for several major accounts including Nissan Nordic Group Europe, KIA, G4S, & Jamiroquai.com.
- Developed the sales proposals (RFP) for Nissan's new potential projects; and leveraged negotiation skills to educate Nissan stakeholders on the value of our services.
- Spearheaded Modera's internal employee training; and wrote detailed manuals for Nissan's internal training which included voice over and background music, while serving as a main point of contact for the car giant.
- Performed weekly sprints and demo meetings to raise Jira tasks for a team of developers.
- Coordinated with cross-functional teams to bring each project in on time and budget with significant input from user experience and creative teams.
- Achieved significant success during this time., including leading the Dealer VI project, which involved the design and delivery of a new Nissan dealer website to its Nordic and Baltic markets, consisting of 150+ websites in 7 languages.

SAP Project Manager & Procurement Lead Tester | Zetes Ltd. | Oct 2010 – Jul 2013

- Recruited as part of a recovery team to address critical issues in the internal SAP implementation, which was becoming increasingly unmanageable.
- Granted super user access to SAP, enabling comprehensive testing of end-to-end processes. Played a key role in designing and executing functional test scenarios for sales ordering, procurement, expenses, delivery, and shipping, accommodating diverse business requirements across multiple SAP clients.
- Created and executed key functional test scenarios related to sales ordering, procurement, expenses, delivery, and shipping (due to different business needs, testing was performed against a number of SAP clients).
- Assumed the responsibility of spearheading and resolving significant issues with the system, including defining appropriate authorisations for the department and setting the standards for all finance forms.
- Led the resolution of major system issues, including defining appropriate authorizations for the department and standardizing all finance forms. Conducted a thorough review and correction of product materials across both production and test environments, while assisting in the creation of suitable upload files.
- Worked with all layers within both our business and with the SAP consultancy responsible for the Fast Start implementation.
- Collaborated effectively with internal teams and the external SAP consultancy overseeing the Fast Start implementation. Delivered hands-on training with comprehensive documentation, empowering employees and line managers to navigate and utilize the system effectively.
- Improved operational efficiency by developing a data link between SAP and handheld mobile devices. Supported the full SAP lifecycle by designing and implementing additional processes to ensure seamless project execution.

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