CHIEF PRODUCT & MARKETING OFFICER

Mike Maton

Product · Delivery · Automation

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EDUCATION

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

AREAS OF EXPERTISE

AI: ChatGPT & Claude (Adv.)
Figma Product Design
Product Management
SaaS & Proptech
SEO & Content Marketing
Brand & Marketing Strategy
Business Development Mgt.
IT Development Mgt.
Project Management
Ecommerce/Website Development
Account Management
Business Analysis
IT Strategy
Graphic Design
API System Automation
IT System Automation
Agile Methodologies
Process Improvement

48 LinkedIn recommendations from my Colleagues can be found here:

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CAREER SUMMARY

Product and marketing leader with 20+ years across IT, product and business development. I build products people want to use, then make sure the right people hear about them. As Chief Product & Marketing Officer at Smart MasterKey, I lead product and marketing for a cloud platform that turns any smartphone into a universal key for buildings. As CEO of InspectIT, I am building an AI-assisted inspection platform that moves teams from inspection to action.

My background spans IT project management, Agile delivery, API integrations and pre-sales, with a strong record of managing key accounts and optimising processes across the UK, Estonia and international markets. I also bring 15+ years of web development, including projects for Nissan and Jamiroquai, plus brand, website and investor content delivered as CMO.

PROFESSIONAL EXPERIENCE

Chief Product & Marketing Officer (CPO & CMO) | Smart MasterKey | Oct 2025 – Present

- Lead product direction across mobile and web, owning the roadmap and backlog from discovery and specs through to release with backend, web, mobile and design teams, managed in Jira and Confluence.
- Design all product flows in Figma, from first concept to developer handoff.
- Build and maintain access control integrations, including Inner Range Integriti (REST API v2) and mobile wallet credentials with Google Wallet push provisioning via HID for hospitality.
- Onboard technical partners and resellers with documentation and support, and ship admin features such as bulk actions across users, tenants, roles, access points and keys.
- Own brand, positioning and messaging across every channel; led a full rebrand with a new CVI and designed and coded the enterprise website (v2 and v3), live in seven languages.
- Create all investor content, and run LinkedIn, events and reseller marketing; built the blog with custom SEO posts and grew Google rankings, tracked in Search Console.

Director of Business Development | Smart MasterKey | May 2025 – Oct 2025

- Built relationships with partners, resellers and integrators across Europe, led pre-sales demos and proposals with property and facilities customers, and fed their feedback back into the product.

CEO | InspectIT | Apr 2025 – Present

- Lead InspectIT, an AI-assisted inspection and reporting platform that turns inspections into action, growing it into 15 industries, including property, facilities, marinas, energy and fleet.
- Lead the build of native iOS and Android apps on Kotlin Multiplatform with offline support, direct camera access and seamless sync.
- Shaped InspectIT AI to assist the inspector, not replace them: AI vision flags anomalies in photos, Walk & Snap turns spoken notes into findings, and reports are drafted in seconds for review and approval.
- Turn findings into tasks with owners and deadlines; run go-to-market, partnerships and customer onboarding; created the full brand and website.

Technical Sales and Project Lead | birkle IT | Jul 2024 – May 2025

- Designed birkle IT's new custom website end to end in Figma and built it with the developers.
- Owned budgets and cost control, reporting time and financials via Tempo in Jira.
- Built project plans covering scope, timelines, resources and budget; kept milestones and risks on track.
- Stakeholder Management: Main point of contact for clients, vendors and internal teams.
- Team Leadership: Led developers, designers and analysts in a collaborative culture.
- Reporting & Documentation: Presented regular reports to senior management and clients; maintained project charters, plans and status reports in Confluence.

ADDITIONAL SKILLS

SOFT SKILLS
Cross-Functional Leadership
Staff Training & Development
Coaching & Mentoring
Stakeholder Communication
Cross-Team Collaboration
Complex Problem-Solving
Analytical Thinking
Negotiation
Conflict Management
Entrepreneurship
Team Building

TECHNICAL SKILLS
MS Office (Excel Advanced)
WordPress & Elementor (Adv.)
Jira & Confluence (Adv.)
SAP, Oracle & Exact
Scoro, Trello & Allegro
ChatGPT & Claude (Adv.)
Photoshop
Figma & Canva
GitHub (Intermediate)
Google Search Console (Adv.)

LANGUAGES

English (Native/Fluent)
Estonian (Elementary)

CERTIFICATIONS

Scrum Alliance CAL-E
Scrum Alliance CAL-O
Scrum Alliance CAL-T

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 2006

License Support Consultant | CA Technologies | Oct 2000 – Oct 2005

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EXPERIENCE CONTINUED

Project Manager | Yolo Group | Jul 2022 – Jul 2023

- Built and maintained project plans covering scope, goals, timelines and resources in Jira, Confluence and Advanced Roadmap.
- Set up the project management tools and processes, defining team roles and responsibilities for every sprint.
- Delivered Marketing, Crypto and People projects in Agile, tracking progress through Jira and automated eazyBI reporting.
- Monitored progress, managed risks and issues, documented changes and kept stakeholders regularly updated.
- Ran project reviews and retrospectives, capturing lessons learned in Confluence.
- Led the People team project that created a consistent, standardised community management framework, built on best practice, for 1000+ employees.
- Maintained project charters, plans and status reports in Confluence.
- Partnered with internal teams, external developers (Betegy) and clients to deliver successful outcomes.
- Continuously refined PM processes and tools, with training, support and documentation that kept the PMO consistent.

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

- Led the team that designed, built, troubleshot and debugged software, applications and tools for 1Office Group, a global leader in accounting, tax preparation, bookkeeping and payroll solutions.
- Oversaw encrypted, automated IT solutions that improved customer performance and removed repetitive administrative work.
- Coordinated geographically dispersed teams and led all IT systems and processes with a constant focus on improvement.
- Managed the global suite of 7 websites, keeping the 1Office brand consistent across every market.
- Improved communication through API-based software solutions, partnering with third parties, such as the Estonian government, to build their e-Residency company formation portal.
- Planned and delivered product releases, managed backlog and sprint planning, and ran UAT across business processes and software fixes.
- Documented every 1Office development project with clear objectives.
- Managed fully automated builds, including the Know Your Customer (KYC) system: secure, encrypted uploads emailed to clients and passed to trusted third-party software (Score and basisID).

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

- Led the redesign of global web projects, including the company's suite of 7 websites and a fully integrated web shop serving 7 countries and bank accounts.
- Spearheaded new process flows for all website elements and content.
- Created My One Office, the branded customer environment where clients see everything about their 1Office services, a key priority for the CEO.
- Led the full 1Office rebrand: new logo, website and CVI compliance manual, boosting brand visibility and engagement.
- Managed key internal and external stakeholders as main point of contact and SME, resolving IT issues as they arose.
- Updated business processes for GDPR and trained customers on new developments through presentations.
- Partnered with attorneys on the new automated KYC (Know Your Customer) development.

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

- Led the implementation of oil trades software for Eesti Energia, the world's largest oil shale to energy company.
- Main point of contact for Eesti Energia stakeholders, assessing requirements and reporting progress to senior leadership.
- Coordinated cross-functional teams across the project lifecycle, delivering consistently on time, on budget and to scope.

EXPERIENCE CONTINUED

Senior Project Manager | Modera | Jan 2014 – Dec 2016

- Won back the confidence of EMI Music and led the full redesign and relaunch of Jamiroquai.com, from eShop to a complete rebrand, selling tickets and products and working directly with the band's management through ever-changing creative direction. The relaunch handled over a million hits a day from social media and the web.
- Led large, complex web-based projects, including CRM, PDM, intranet and extranet systems, for Modera, a modular platform enabling vehicle distributors to bring vehicles to market.
- Managed the full project lifecycle, from requirements gathering to QA and delivery, for major accounts including Nissan Nordic Group Europe, KIA and G4S.
- Led Nissan's websites across Europe, meeting Nissan in person every two weeks to capture new global concepts, then turning them into technical scope, estimates and sales proposals covering cost, scope and plan for Nissan to approve.
- Led Modera's internal training and wrote detailed Nissan training manuals, complete with voice-over and background music, while acting as main point of contact.
- Once approved, ran each Nissan project end to end: created the Jira epics and tickets, split the work across our development teams in Ukraine, ran weekly sprints and demos, and deployed to live.
- Coordinated cross-functional, UX and creative teams to deliver each project on time and on budget.
- Led the Dealer VI project: designed and delivered a new Nissan dealer website for its Nordic and Baltic markets, spanning 150+ websites in 7 languages.

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

- Joined the recovery team brought in to resolve critical issues in an increasingly unmanageable internal SAP implementation.
- As SAP super user, designed and executed end-to-end functional test scenarios for sales ordering, procurement, expenses, delivery and shipping across multiple SAP clients and diverse business requirements.
- Led the resolution of major system issues, defining departmental authorisations and standardising all finance forms. Reviewed and corrected product materials across production and test environments and helped create upload files.
- Worked across all levels of the business and with the SAP consultancy on the Fast Start implementation, delivering hands-on training and documentation so employees and line managers could use the system confidently.
- Improved efficiency by building a data link between SAP and handheld mobile devices, and supported the full SAP lifecycle with additional processes designed for smooth project execution.

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