CHIEF PRODUCT & MARKETING OFFICER

Mike Maton

Product · Delivery · Automation

Harjumaa, Estonia 75331
mike@mikematon.com
+44 74598 24401 · +372 5902 8382
linkedin.com/in/michael-maton

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mike@mikematon.com
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Linkedin.com/in/michael-maton

Dear Hiring Manager,

I was excited to see the [POSITION TITLE] opening at [COMPANY NAME]. It sits exactly where IT project management, product leadership and automation-focused solution design meet, and that is where I have spent more than 20 years. As the **current Chief Product Manager and Chief Marketing Officer at Smart MasterKey**, I lead both product and marketing, turning complex requirements into secure, scalable products, and I am confident I can add immediate, practical value to the [COMPANY NAME] team.

At Smart MasterKey I own the product vision and roadmap for a cloud-based mobile access platform serving real estate, multifamily housing and critical infrastructure, working hand in hand with engineering, design and commercial teams. The role has deepened my expertise in API integrations, Agile delivery, enterprise security and customer-driven product development. I also lead marketing as CMO: I coded our enterprise website and blog myself and ranked them on Google through custom SEO.

Earlier, at CA Technologies, Zetes, Eesti Energia, Modera, 1Office Group and birkle IT, I led IT projects, business development and automation initiatives, managing key accounts and coordinating distributed teams. At Modera I led Nissan's European websites and the Jamiroquai.com relaunch that won back EMI Music's confidence; at 1Office I drove a full rebrand, including the website and the My One Office customer portal. I work daily in Jira and Confluence and bring over 18 years of web development experience.

My track record is reflected in **48 LinkedIn recommendations** from colleagues, managers and clients, who consistently highlight my leadership, collaboration and ability to deliver. I take pride in simplifying complexity and making sure every project is executed with clarity and impact.

I would welcome the opportunity to discuss how my experience as a senior product and IT leader can support [COMPANY NAME]'s goals. Thank you for considering my application.

I look forward to connecting.

Best regards,



Michael Maton
Mob: +372 5902 8382
Web: mikematon.com

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