

# Sebastian Bosman

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## Summary

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**Entrepreneurial Senior** Product Manager with a **product design** background and **4+ years** track record scaling **B2C web, mobile** and **AI** products across **e-commerce, marketplaces, music distribution** and **NFTs** in both **startup** and **enterprise** environments. Proven **strategic thinker** leveraging **research, data, and testing** to shape the future of music discovery & organisation at Beatport.

## Experience

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### Product Manager | The Beatport Group | London | Aug 2023 - 2026

- Managed a remote cross functional team of 10+ (engineers, data scientists, designers) to implement personalised recommendation modules based on previous interactions to achieve a 30% increase in key metrics (adding to playlist, favouriting) resulting in a 2.5% conversion rate increase through machine learning (ML) models.
- Launched an AI powered natural language search chatbot for Black Friday increasing conversion rate by 2% and generating £300K in 7 days.
- Defined an AI-driven product strategy (Gen-AI, LLMs, chatbot) and roadmap for 2 product lines serving 50million user sessions annually.
- Led a remote cross functional team of 8+ (data analyst, content ops, curation) to ingest ~1million tracks, increasing the size of the catalogue by 10%.
- Redesigned and optimised an underperforming Deals Page, increasing conversion rate by 4% in 3 months.
- Implemented retention and re-engagement features decreasing subscription churn rate by 20%.
- Led the conversion rate optimisation strategy across 3 web platforms, applying learnings across product lines.

### Product Manager | Momint NFT Marketplace | Cape Town | May 2022 - June 2023

- Led an in-person team of 7 (engineers, designer, marketer) in scaling Africa's first NFT B2C mobile app from MVP to 50K MAUs in 6 months.
- Optimised the new user signup flow on mobile, decreasing drop-off and increasing completion rate by 60%.
- Redesigned and optimised the Crypto wallet, driving month-3 retention by 25%
- Developed a B2B client dashboard that accelerated vendor onboarding by 70% driving revenue.
- Led and mentored an in-person team of 6 creatives (design, video, motion, podcasting) delivering creative content that grew YT & IG channels by 20% month on month.

### Lead Buyer's Assistant | Yuppiefchef | Cape Town | March 2020 - April 2022

- Managed a remote team of 2 buyer's assistants supporting 5 senior buyers.
- Redesigned and implemented a new product onboarding process resulting in a 40% increase in product upload rate, driving revenue.

### Co-Founder | Tenfold Agency | Cape Town | Sept 2017 - 2026

- Developed and executed growth strategies for 10+ electronic music artists, defining target audiences, optimising market positioning, and implementing multi-channel campaigns to drive reach and influence.
- Identified and implemented revenue opportunities for artists, developing revenue streams and establishing strategic partnerships.
- Owned the end-to-end artist lifecycle, achieving high satisfaction and renewal rates through prioritising competing demands, proactive communication, personalised service, and effective issue resolution.

### Co-Founder | TBT - The Braai Tool | Cape Town | Jan 2015 - Dec 2018

- Designed, prototyped, user tested and manufactured an award-winning, patented product generating £40K+ in year 1.
- Secured funding and international manufacturing contracts, reducing costs by 30% and increasing profit margins.
- Sold 8,000 units by developing and executing data-driven sales strategies.

## AI Tooling & Workflow

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- **Stack:** JS/HTML/CSS/React/TypeScript, Claude Code + Agents, GitHub Pages, Railway
- **Workflow:** CLAUDE.md context → parallel agents → spec → build → deploy → iterate
- **Completed:** Claude Code for PMs: [cforpms.com](https://cforpms.com)
- **MCPs:** Linear, Figma, Google Drive, GitHub