



LASSE USTRUP

SENIOR PRODUCT MANAGER

If you're looking for a team player who takes pride in building great products and clearing the path for others to succeed — I hope you find that here.

I'm a user-focused product manager who thrives at the intersection of business, tech, and compliance. From aligning stakeholders, digging into user pain points, or unblocking the team, I bring energy, structure, and ownership.

I speak the language of CEOs, developers, and end-users — and use it to build trust, ship meaningful products, and move fast without breaking clarity.

My strongest traits? People skills, honest communication, and helping teams feel like they're in good hands.

GET IN TOUCH



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Website (online CV)
www.lasseustrup.dk

SOCIAL MEDIA



LinkedIn
www.linkedin.com/in/lasseustrup



WORK EXPERIENCE

Senior Product Manager – Carta

2022 – 2025

Led a team of 5 engineers and a designer to build two EU-focused product areas from scratch: Company Registers Compliance (CoSec) and Valuations.

- Collaborated with top UK law firms to shape CoSec tooling, successfully onboarding major legal clients.
- Launched a valuations tool that grew to 50+ monthly requests in under 4 months, delivering clear customer value.
- Played a key role in Carta's EU expansion and product roadmap in compliance and private equity.

Product Manager – Capdesk

2022 – 2022

Formed and led a cross-functional team focused on secondary equity transactions in private markets.

- Delivered features that facilitated millions in private share sales, helping employees realize equity value.
- Collaborated with customers, vendors, and internal ops to streamline complex transaction workflows.
- Contributed to growth and readiness leading up to Carta's acquisition of Capdesk.

Senior Product Manager – Deloitte

2019 – 2022

Owned Deloitte's internal KYC/AML compliance platform used for onboarding all clients.

- Led a team of 2 senior engineers building and maintaining business-critical infrastructure.
- Worked with a 20+ person operations team to gather feedback, fix pain points, and improve UX.
- Increased onboarding efficiency and supported regulatory compliance at scale.

Product Manager – Forsikringsportalen

2016 – 2019

Built the product function from the ground up in a growing B2C insurance marketplace.

- Hired remote engineering and design teams (Slovenia & Ukraine) and implemented a full development lifecycle.
- Led user research and UX improvements that boosted margins and raised Trustpilot from 2.6 to 4.3.
- Brought structure and focus to a fast-moving environment through hands-on product leadership.

Founder – DateKit IVS

2015 – 2017

Launched and ran a direct-to-consumer e-commerce startup selling curated date kits.

- Owned product development, digital marketing, operations, and fulfillment.
- Gained firsthand experience launching a business, running lean experiments, and managing suppliers and logistics.



EDUCATION

MSc in Business Administration & E-business (GPA: 9.9)

2015 – 2018 | Copenhagen Business School

BSc in IT, Communication & New Media (GPA: 9.6)

2011 – 2014 | Aalborg University



COMPETENCIES

Skills

Jira and Confluence | Figma and Miro | Scrum

Tools

Product discovery | Business development | Stakeholder alignment