Cormac Kerins

Product Manager

Antwerp, Belgium · cormac@turas.be · linkedin.com/in/cormac-kerins · turas.be

> **Available from January 2027** (early December possible) · Remote or hybrid (Brussels / Antwerp) · Contract via TURAS BV or permanent

SUMMARY

Product Manager for B2B software and industrial products. At Atlas Copco I owned global portfolios of up to EUR 150M, accountable for revenue and margin, from roadmap through launch across North America, Europe and Asia. Since 2023 I have led digital product delivery at amfori, taking two SaaS platforms from member discovery to launch and setting up the organisation's product-management practice.

I combine product strategy with hands-on delivery: discovery and requirements, backlog and acceptance with engineering teams, and go-to-market, positioning and sales enablement. I work comfortably with senior executives, external development partners and international teams, and I build digital products myself.

EXPERIENCE

Independent Product Manager · TURAS BV, Antwerp 2021 – present
Freelance since 2021; TURAS BV founded July 2024.

amfori, Brussels — lead client, global business association for sustainable trade · 2023 – present

- Delivered two multimillion IT programmes for amfori's SaaS platforms, **amfori SustainaPass** (launched January 2025) and **amfori ESG Risk Compass**, from member discovery and requirements through to launch with external development partners.
- Owned requirements, backlog priorities and acceptance across business teams and IT, through delivery.
- Led members through the migration from the legacy risk dashboard to ESG Risk Compass, with their risk scores carried over intact.
- Established the product-management function: product vision, lifecycle governance and a portfolio assessment framework used in a leadership review of six products. Coach a product manager.
- Helped marketing build its first TAM/SAM market sizing and contributed to its Jobs-to-be-Done framework, informing positioning and value propositions.

Start-up clients · 2021 – present

- **Walk with Toogi** (consumer start-up): built and run its digital go-to-market (conversion funnel, onboarding, checkout, subscriptions, lifecycle email), reaching 100+ paying customers in its first months.
- **Wobby** (AI data-analytics SaaS start-up): go-to-market strategy, competitor research, content and lead-generation funnels.

Atlas Copco · Belgium, Canada, Germany 2011 – 2021

Global Product Manager · Scientific Vacuum division, Cologne · 2020 – 2021

- Owned the global EUR 150M turbomolecular vacuum pump portfolio, accountable for revenue and margin.
- Delivered 40% year-on-year revenue growth amid record demand and supply-chain constraints, running weekly deal reviews with global sales teams to prioritise and close large opportunities.
- Built the product roadmap from market and competitor research; brought a new development product range to market and met sales targets from launch.
- Led fully digital global launches with live sessions of 400 sales and customer participants each; digitised all marketing literature and product training.

Global Product Marketing Manager · Power Technique division, Antwerp · 2018 – 2020

- Led global product marketing for a EUR 100M compressor portfolio: positioning, messaging, launches and regional go-to-market, accountable for revenue and margin.
- Launched a new-technology portfolio globally, with local launches across North America, Europe and Asia.

- Managed strategic key accounts representing 80% of portfolio revenue; represented Atlas Copco to their senior executives at European Rental Association meetings. Steered EUR 15M of key-account orders to close with bespoke offers and profitability checks.
- Built the sales-enablement programme (training academies, playbooks, value-selling tools); ran global sessions in Antwerp and Wuxi. Led a team of six (one direct, five indirect product managers).

Product Manager, North America · Toronto · 2017 – 2018

- Owned a USD 120M compressor portfolio with segment-led go-to-market across North America; selected for the division's global product marketing role.

Product & Business Development Manager, Canada · Toronto · 2014 – 2017

- Owned the Canadian compressor pipeline (CAD 12–15M) and its revenue and margin targets across construction, mining, industrial and research customers.

Supplier Quality Assurance Engineer · Antwerp · 2011 – 2014

- Led supplier audits and development plans for quality and logistics KPIs.

SKILLS

Product management: product strategy and vision, roadmaps, portfolio assessment and governance, discovery, Jobs-to-be-Done, market sizing, pricing and margin, launch planning.

Delivery: turning business needs into release-ready work with engineering teams and external development partners: requirements, priorities, acceptance and release decisions.

Go-to-market: positioning and messaging, segmentation, sales enablement, key-account strategy.

Technical: builds and operates digital products hands-on (payments and subscriptions, lifecycle email, product analytics, serverless deployment); works with AI models and agents daily for research, analysis and prototyping.

Selected builds: a self-hosted AI knowledge-graph and agent stack on my own server (Claude API, Supabase, Vercel); a daily job radar scanning 3,600+ postings across 56 company boards; turas.be (Next.js, consent-gated analytics, live A/B test).

EDUCATION & LANGUAGES

B.Eng. Biomedical Engineering, National University of Ireland, Galway · Lean Six Sigma Green Belt

English (native) · Dutch (conversational)