

# Pete Chitvicheankul

Group Product Manager

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## Profile

Product leader with 10+ years across product and engineering, building and scaling high-growth B2B2C platforms. Starting as a full-stack engineer and growing into P&L ownership, I combine technical depth, behavioural insight, and commercial judgement to lead teams that deliver measurable product and business outcomes. Most recently owned a €55M portfolio spanning personalisation, predictive modelling, and high-engagement products.

## Experience

### Sportradar

#### ● Group Product Manager | Oct 2024 - Present

- Defined the strategy, prioritisation framework, and migration approach for a €55M real-time data platform, working directly with engineering to modernise core platform architecture. Personally drove the migration of point-based sports, enabling 3x faster feature delivery and unlocking new revenue-generating data products powered by advanced quantitative models.
- Drove customer discovery and experimentation for AI-personalised user experiences, growing user engagement by 22%, improving margins by 8 percentage points and contributing to sustained +45% YoY revenue growth across two product lines.
- Grew and led a product sub-organisation of 6 PMs within a function that scaled from 6 to 22, hiring and developing PM talent while introducing operating models that doubled release frequency across an expanding multi-product portfolio.

#### ● Senior Product Manager | Mar 2023 - Oct 2024

- Led discovery and prioritisation for recommendation features across two engineering squads, translating behavioural insights into product decisions that delivered +41% subscription growth within 12 months.
- Owned the end-to-end build of a new platform capability, defining the vision, product strategy, and business case that resulted in a system processing 9M transactions daily and generating €3M in monthly revenue.
- Served as the senior PM anchor across the team, managing and developing 2 PMs through unblocking delivery, aligning stakeholders, and improving execution quality across multiple initiatives

#### ● Product Manager | May 2022 - Mar 2023

- Identified growth opportunities in fan engagement and led delivery of a machine learning product, translating model-driven insights into product features that doubled active users within 9 months.

### Amobee

#### Associate Product Manager | May 2021 - May 2022

- Led the creative management tooling initiative within ITV's Planet V advertising platform, focusing on content upload, configuration and campaign delivery which has now launched over 41,000+ Ad-campaigns.

### Worldpay

#### Full-stack Developer | Oct 2016 - Apr 2021

- Progressed from front-end to full-stack engineer, shipping checkout flows and developer tooling on a payments platform processing 1B+ daily transactions across multiple global markets.

## Education

### Queen Mary, University of London

BSc Computer Science with industrial experience: First Class with Honours