

LAURA DEGERATU

Senior Product Manager · Growth, Platforms & Operational Tooling

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SUMMARY

Senior Product Manager with 6.5 years across B2C and B2B growth, two-sided platforms, and operational tooling. Payments depth from a self-service paywall (2.2x conversion increase) and checkout flows (+25% subscription upgrades) to a payment provider infrastructure migration, 80% reduction in fraud registrations, and a 3-year strategy that turned 4 fragmented tools into a unified platform. Builds discovery, data, strategy, and experimentation practice where none exists, and has mentored 6 PMs across 3 companies while doing it.

EXPERIENCE

Senior Product Manager | Supertab 2025 – 2026

Early-stage micropayments and paywall startup for publishers and digital businesses, ~30 employees.

- **Paywall strategy.** Owned end-to-end discovery and strategy for a B2B2C paywall connecting publishers with their end users through a reusable, personalizable self-service payment and checkout flow.
- **Account creation experiment.** Identified account creation as the primary barrier to payment completion through interviews, cohort analysis, and experimentation, and won management support for an optional account flow; early results showed a 2.2x conversion increase.
- **Metrics foundation.** Ran a data workshop to define what mattered, then built and owned the dashboards independently in PostHog, Metabase, and Periscope.
- **Team and customer culture.** Set up and led a newly formed cross-functional team, and initiated company-wide "Voice of Customer" sessions that built a customer-centric culture from scratch, shifting decisions from assumption-based to user-outcome-driven.
- **Mentoring.** Coached 2 PMs on experiment design, discovery methodology, and metric selection.
- **AI-native workflow.** Used Claude Code to independently build and pressure-test functional prototypes before engineering investment, Figma Make for visual ideation, and ChatGPT to pressure-test findings, compressing the time between idea and validated decision.

Senior Product Manager | limehome 2023 – 2025

Product Manager | limehome 2022 – 2023

Tech-enabled digital hospitality operator, serviced apartments across 100+ European cities.

- **Additional Services Platform.** Inherited 4 fragmented products, parking, early check-in, luggage storage, and breakfast, with no shared infrastructure or single owner; built a 3-year strategy by working backward from an end state across 3 user groups (the business, end users, and on-the-ground service staff), secured management buy-in, and drove delivery to a unified in-house solution, lifting booked services 15% within the first 6 months.
- **Cleaning calendar redesign.** Found through direct interviews that cleaners were often either non-literate in the local language or completely illiterate, and using old phones with small screens; simplified the full information structure and interactions, not just visuals, grounded in interviews, personas, and usability testing, delivering a 100% successful rollout and doubling product adoption.
- **Ticketing system redesign.** Interviews and shadowing sessions surfaced repetitive actions, poor transparency, and years of unvetted feature requests; redesigned around the most-used flows, grounded in interviews, personas, and usability testing, cutting wasted user time by 50%.
- **Apaleo PMS integration.** Owned a real-time bidirectional API integration covering reservations, billing, room inventory, and housekeeping across 100+ European cities, working with engineers on endpoint design and data-consistency trade-offs.
- **User and access management.** Unified account and access management across the housekeeping app and the internal property management platform into a single login and permissions system, defining role-based access rights, document flows, and approval hierarchies across internal and external users, reducing login confusion and significantly improving ease of use post-migration.
- **Experimentation framework.** Built a company-wide framework from scratch, plus an experiment documentation template later adopted by every product team, letting non-technical teams run and interpret A/B tests independently.
- **Early check-in.** Personally analyzed request-timing data, restructured processing into priority batches, and caught a long-standing alphabetical-ordering bug, improving approval rates by 20%.
- **Mentoring and culture.** Mentored 3 PMs, from a structured weekly cadence on strategy development and experiment interpretation to coaching on presentation skills and audience-tailored communication, and ran workshops on user

interviews and product best practices. Turned patterns in customer support complaints into a weighted set of product principles adopted company-wide and by the VP of Product.

Product Manager | 1&1 Mail & Media 2021 – 2022

- **Cloud storage adoption.** Ran qualitative and quantitative user research on cloud storage adoption for gmx.de and web.de and identified an English-versus-German terminology mismatch as a likely adoption barrier; the proposed localization A/B test was accepted for implementation.

Product Manager | InterNations 2021

Junior Product Manager | InterNations 2019 – 2021

Freemium expat community platform, 4M+ members worldwide.

- **Registration and upgrade funnel.** Owned discovery-to-delivery on a two-sided platform connecting members with volunteer Consuls, improving registration, onboarding, upgrade, and dunning flows across web, iOS, and Android through continuous experimentation with design, marketing, and customer support; delivered a 20% increase in finished registrations and a 25% increase in upgrades.
- **Payment provider migration.** Led the migration from Magento to Zuora, documenting the full payment, billing, and subscription schema, planning the migration approach with engineers, and onboarding customer support onto the new system.
- **Fraud prevention.** Used data analysis to find how fraud affected user activity and retention, evaluated and piloted multiple prevention tools, and led a rollout that cut fraud by over 80%.
- **B2B product.** Inherited the B2B product after its dedicated team was dissolved: custom registration flows, branded company landing pages, and an analytics platform giving business clients visibility into employee registration and engagement.
- **Leadership and ways of working.** Introduced OKRs company-wide for the first time, aligning cross-functional teams around shared goals, and mentored 1 PM across discovery, data analysis, user interviews, and problem validation.

Senior Member Relations Manager | InterNations 2016 – 2019

- **Fraud, payments, and registration policy.** As the team's payments specialist for memberships and upgrades and QA representative, led fraud protection and detection efforts and developed a new registration and approval policy, work that directly influenced downstream product decisions.
- **Community trust and safety.** Revamped the Community Guidelines, introduced a new Safety Tips page, and led a complete overhaul of internal misdemeanor policy.
- **Product liaison and documentation.** Served as the liaison between customer support and the product team, organized company-wide workshops on Confluence documentation, and consolidated years of scattered templates into a single OTRS system.

SKILLS & TOOLS

Discovery & research: user interviews, opportunity solution trees, personas, usability testing, continuous discovery · Hotjar, Maze

Experimentation & analytics: A/B testing, cohort analysis, metric definition, dashboard ownership · PostHog, Metabase, Periscope, PowerBI, Google Analytics

Payments & platform: Stripe, Zuora, MaxMind, Apaleo

Ways of working: Scrum, Kanban, OKRs · Jira, Confluence, Miro, Airtable, Zendesk

AI-native practice: Claude Code, Figma Make, LLM-assisted prototyping, spec generation, and analysis. Currently building a personal application end-to-end with Claude Code.

EDUCATION

MA East-Asian Studies | University of Bucharest

LANGUAGES

Romanian (Native) · **English** (Native-like) · **Japanese** (Advanced) · **German & French** (Intermediate) · **Spanish & Italian** (Strong comprehension) · **Korean** (Beginner) · **Vietnamese** (Currently learning)