

# MARIOS PAPASAVVAS

## PRODUCT LEADER

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Product leader with 10+ years delivering fintech and SaaS solutions that drive user growth, revenue and operational efficiency. Proven track record: scaled a global affiliate network to 80,000+ members, launched trading apps with 1M+ downloads, led CRM and multilingual support rollouts for 120+ agents, and grew product teams from 9 to 35 (+350%). PMP-certified and skilled at building data-driven roadmaps, aligning cross-functional teams, and turning complex technical initiatives into measurable business outcomes.

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## LICENSES & CERTIFICATIONS

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| <b>Project Management Professional (PMP), Project Management Institute</b> | <b>Oct 2015</b> |
| <b>MCPS: Microsoft Certified Professional, Microsoft</b>                   | <b>Feb 2016</b> |
| <b>Professional Scrum Product Owner I (PSPO I), Scrum.org</b>              | <b>Jan 2023</b> |

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## ACCOMPLISHMENTS

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- **Team growth:** Grew product organization from **9 to 35 people** in 2 years (**+350%**); established Department, Team and role-level KPIs and SLAs to improve delivery, accountability and performance.
  - **Trading & partnerships:** Drove **+74%** increase in notional trading volume and **+76%** growth in affiliate registrations through partner platform enhancements.
  - **Loyalty program:** Launched a rewards program that delivered **+351% MoM** growth in client deposits and a **+315%** increase in trading volume per enrolled user.
  - **Mobile adoption:** Scaled mobile trading usage - achieved **+10.4%** increase in app logins and **+47%** growth in live accounts within 2 months of rollout.
  - **Payments & markets:** Optimized payment infrastructure across Asia, increasing deposit volumes by up to **+109%** and transaction counts by up to **+140%** in key markets.
  - **Onboarding improvements:** Improved funnel performance with a **+17.8%** increase in registration completion rate and a **-9%** reduction in early-stage drop-offs.
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## PROFESSIONAL EXPERIENCE

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### **Head of Product (interim), HFM (hfm.com)** **Mar 2026 to Present**

Leading the Product Department, overseeing a team of 35 professionals across Product Management, Business Analysis, and Product Operations, ensuring alignment with the company's strategic vision and growth objectives. Driving product strategy, governance, and cross-functional execution while scaling processes, improving delivery efficiency, and strengthening product-led decision making across the organization.

### **Product Management Team Leader, HFM** **Aug 2025 to Feb 2026**

Led and coached a team of 13 Product Managers, defining strategic priorities and aligning product initiatives with business growth objectives. Delivered key initiatives including CRM transformation, expansion of the affiliate ecosystem, and the rollout of a multi-channel communication platform supporting global operations.

### **Senior Product Manager, HFM** **Oct 2022 to Jul 2025**

Owned and scaled high-impact products, including affiliate platforms and trading solutions, contributing to significant user growth and engagement. Collaborated cross-functionally to deliver complex digital transformation initiatives and enhance core business systems.

### **Product Manager, HFM** **Oct 2019 to Sept 2022**

Managed product lifecycle from discovery to delivery, working closely with engineering, design, and stakeholders to launch and improve key platforms. Served as Product Owner in agile teams, delivering mobile trading applications and supporting the expansion of core business capabilities.

### **Project Manager / Microsoft Dynamics 365 CRM Consultant, DotCy** **Nov 2015 to Sept 2019**

Delivered Microsoft Dynamics 365 implementations across financial services, maritime, and hospitality sectors, managing cross-functional teams of up to 20+ members across Europe and the Middle East. Led multi-country, high-profile projects worth over €6M, including Hellenic Bank, NBK Capital, Dorchester

Collection, and Louvre Abu Dhabi, ensuring successful delivery, stakeholder alignment, and strong business impact.

**Project Manager, Deliveryman.com.cy**

**Mar 2015 to Nov 2015**

Planned, organized and ensured effective delivery of a full scale web project within budget, scope and timeline constraints. Monitored and coordinated the activities of web producers, designers, developers, content editors and other project participants. Major deliverable was a new, cutting edge online food delivery app & website. The platform made it to the top as the most popular online delivery platform on the island in 2015. Introduced a new niche to the local market. Created a foundation upon which other platforms were able to invest in the next few years.

**Freelance Web Developer, Graphics Designer, Content Manager, Fievo Innovatory Ideas**

**2014 to Present**

Achievements/Tasks Managed and delivered (hands on) over 30 creative projects. Offered ongoing digital services including web design, content management, graphic design, video editing, tv & radio productions. Built and managed multiple successful ecommerce projects - shops.

**Media Project Manager - TV Productions, MTV Cyprus - NRG Music TV**

**2011 to 2014**

Achievements/Tasks Prepared sponsorship proposals, took part in presentations and negotiating with clients. Calculated costs and delivering new TV Productions. Organized castings for recruiting TV presenters. Contacted artists, event organizers and arranged shootings in and out of studio for Podcasts & Audiobooks. Followed and complied by international MTV guidelines.

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**EDUCATION**

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**CIIM, Managing Projects Using PMI's Standards, Nicosia**

**Sept 2015**

**University of Athens, Bachelor Degree in Musicology, Athens**

**2004 to 2009**

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**TECHNICAL PROFICIENCIES**

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**Atlassian:** Jira Service Desk, Jira Software, Confluence, Rovo  
**Microsoft:** Project, Excel, Dynamics 365 CRM  
**Coding:** Html, CSS, Javascript

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**LANGUAGES**

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English (en), Greek (el)