

ELIN S. HEXSPOOR

Product Manager

No visa needed - EU
LinkedIn | Website
elin.hexspoor@gmail.com

I am an enthusiastic and ambitious individual with a bias toward action. I have exceptional communication skills and is a valued team member that thrives from both working alongside others and working independently. I can work with, adapt to and understand bespoke systems to ensure I go above and beyond to meet the needs of the users.

I am a user-centric Product Manager with experience across software and e-commerce, taking products from discovery through delivery. I own requirements, backlog, and launch alongside engineering and creative design, lead remote teams across cultures and time zones, and make data-informed decisions with a growing focus on AI-driven product experiences.

Product Awards:
Social Impact Award • POPRI • Rector's Award • Launchpad IH • One Digital Award Hungary

Accelerators:
Impact Hub Ljubljana, PONI, Startup Incubator Savinjska, LUI, SIA Slovenia

Talks:
TEDx, EU House of Slovenia - Eutopia, Toastmaster LJ, University of Novo Mesto, Falling Walls Lab Austria

Earlier publications and awards appear under former name Nina Planinšek

Software Product Manager

2023 - dec 2025

Institut Greenie | greenie.si

Help2Go, a two-sided, cross-platform SaaS with AI-enabled features connecting 18–30-year-olds with volunteering, petitions, and donations, and giving nonprofits the tools to recruit and onboard volunteers. Gamified.

- Owned the product end to end - discovery, strategy, requirements, and delivery of a cross-platform app + web portal (B2B+B2C), with compliance built in.
- Scoped and delivered an AI-assisted content feature that let nonprofits draft volunteer posts faster, reducing a key onboarding friction point.
- Hired and led a 7-person international team across 4 countries, 5 nationalities, and 2 time zones (Software Development, UI/UX, Research, Graphic Design).
- Ran agile delivery in Atlassian Jira - planned and managed sprints and backlog, tracked risks, opportunities and dependencies, and kept projects on time, on budget, and provided necessary solutions.
- Led product discovery and iteration research with ~500 participants (focus groups, surveys, interviews, field feedback; 25+ nationalities) - co-leading an international research team and onboarded 8 domain experts, while running advanced statistical analysis to set product direction.
- Prototyped in Figma and later with Claude (AI) to tighten collaboration with engineering and speed iteration.
- Translated complex behavioral and usage data into clear, decision-ready recommendations.
- Secured and managed external stakeholders 30+ nonprofit and public-sector partners (incl. Mediana, Greenpeace, Red Cross), enabling sales and go-to-market with product knowledge, positioning, and demo materials.
- Owned legal requirements for the social company and product across the nonprofit and volunteering sector.
- Managed fundraising and secured ~100.000€ in the form of awards, public funding, and investments.

Key Skills: Jira, Figma & Claude · Product Discovery · Product Strategy & Roadmap · Requirements & User Stories · Backlog Prioritisation · Agile/Scrum · Prioritisation Frameworks (MoSCoW, Kano) · Cross-Functional & Cross-Cultural Collaboration · Usability Testing · Data Analytics · Segmentation, Targeting & Positioning · Predictive Modelling

E-commerce Product Manager 2021 - 2023

Intermax d.o.o. (e-commerce) | intermax.si

Owned the e-commerce product and growth end-to-end with an external development partner - driving requirements and delivery across storefront, UX, and site performance, and using analytics and market insights to guide product and go-to-market decisions.

- Led launches for several product bundles, coordinating across development, marketing, and sales.
- Applied customer-journey data to lift conversion and cross-sell - lifecycle email automation and bundle optimisation ahead of forecasted demand.
- Restructured SEO for a 10,000+ product catalogue (category- & product-level), improving discoverability, and DA.
- Forecasted a tax-driven demand spike in consumer research, built a targeted campaign around it (segment identified via netnography, high-margin products, urgency messaging), and sold €13,000 in a single day.
- Traced a homepage drop-off in web analytics to slow load time and fixed it with engineering, leads +8%.
- Set up the analytics stack (GA, Semrush, Meta Pixel) and used funnel analysis and KPIs to find friction, prioritise improvements, and guide product decisions. Owned full SEO execution. Removed drop-off points across storefront, checkout, cart, and product pages.
- Anticipated seasonal demand and optimised SEO 2–3 months ahead of it, avg. monthly sales by +€20,000.
- Turned consumer and competitive research into product, merchandising, and positioning priorities and reporting for CEO.

Key Skills: Go-to-market & product launches · conversion optimisation · funnel & customer-journey analysis · web analytics (GA, Semrush, Meta Pixel) · data-informed decision-making · consumer, market & competitive research · segmentation, positioning & merchandising · demand forecasting · SEO (technical & on-page) · lifecycle email automation · cross-functional collaboration (engineering, marketing, sales)

User & Behavioral Researcher 2024

University of Ljubljana (contractual)

Analysed the effectiveness of United Nations climate-change communications on young people, comparing written vs. video formats and measuring attitudes, emotional response, and behavioural intentions and delivered recommendations to improve them.

- Co-led a cross-functional international research team to acquire and analyze physiological & quantitative data.
- Ran and analysed a comparative study of UN climate-change communications (written vs. video) with a young-adult audience (~100 participants), testing which formats shifted attitudes and behavioural intentions.
- Combined questionnaires with physiological and facial-emotion measurement (BIOPAC MP160, Noldus FaceReader) to capture their behavior holistically.
- Applied segmentation, regression, sentiment and emotion analysis.
- Translated complex behavioural data into actionable recommendations for non-technical stakeholders.

EDUCATION

Master's Degree - Business & Statistics (2024)

- University of Ljubljana, **Slovenia**
- BI Norwegian Business School, **Norway** - exch.
- Aarhus University, **Denmark** - exch.

Bachelor's Degree - Business (2021)

- University of Ljubljana, Slovenia - English Track
- Awarded Top20 Student, TopEF Student
- Event Manager at Management Group Slovenia

Language:

- English - C2 (professional proficiency)
- Norwegian - Intermediate (B1 - *in course*)

Technology Proficiency:

- Atlassian Jira
- Claude, Figma
- Enginius, SPSS
- MS Office
- GA, Semrush, Meta Pixel
- Slack, Discord

Additional Competences:

- Holds full driving license
- Public speaking
- Environmental activism

Interests:

- Rock Climbing
- Environmental Volunteering
- Plants & Gardening