Christian Englén

Product Lead | Building empowered product
teams & user-centered digital products

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Profile

Product Lead focused on building autonomous, business-driven product teams. I work at the intersection of technology and business with a strong customer-centric mindset. By creating shared understanding and clear direction, I enable teams to make their own decisions about what delivers the greatest value.

AI is a natural part of my workflow, which accelerates concept creation, analysis, and iteration — leading to faster learning and higher precision in outcomes.

Core Strengths

Team & Leadership

- Build a culture of clarity, challenge, and joint decision-making.
- Provide context and direction - the team are part of deciding which problems are most valuable to solve.
- Lead through Intent-Based Leadership, removing obstacles and friction.
- Design ways of working where ownership, pace, and innovation come from within the team

Product & Business

- Drive outcomes, not output.
- Prioritize by business value, learning velocity, and time-to-value.
- Establish data-driven decision making and continuous insight loops.

AI, Technology & Speed

- Operate with an **AI-first mindset** across discovery, development, and analysis.
- Optimize for speed through iterative delivery of early value with low risk.
- Strong understanding of architecture and modern technical patterns.
- Use AI and automation to shorten the path from **insight → decision → delivery**.

Selected Projects & Results

Ahlsell – Product Owner (Full-time, 2023–2025)
Data-driven product development & prioritization

- Implemented web analytics and key metrics across core flows (search → product → checkout).
- Decisions and prioritization now based on actual usage data and business impact. - Shifted the organization from "feature requests" to data-driven, value-based product work.

→ **Impact:** Improved prioritization accuracy, faster decision making, and measurable conversion growth.

SAS – Product Owner (Full-time, 2021–2022)
Modernization of the payment platform

- Reduced time to integrate new payment methods by 50%.
- Increased platform stability and lowered incident frequency in a high-volume, mission-critical environment handling millions in transactions per hour.

→ **Impact:** Faster time-to-market and reduced technical risk in a critical customer flow.

PostNord – Product Owner (Full-time, 2017–2021)
Track & Trace for home delivery

- Contributed to real-time visibility of home deliveries.
- Leveraged machine learning and large datasets to improve delivery time predictions.

→ **Impact:** Fewer customer service cases, higher NPS, and increased sense of reliability.

Skills

- Product Management (Discovery → Delivery → Iteration)
- Intent-Based Leadership
- Data- and insight-driven decision support
- AI Automation / Agent Workflows / Prototyping
- UX & user behavior analysis
- Modern development environment (Cloud, API-first, multimodal model interaction)

Certifications (Selected)

- Certified Scrum Product Owner (CSPO)
- Certified Agile Leader (CAL)
- Diploma in Agile Coaching