Constant Meiring Technology Product Leader

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I am a technology generalist with a π-shaped skillset, with deep domain expertise in product (FinTech, Marketplaces, B2B SaaS) and software development (Ruby/Rails, JS/Vue, Tailwind).

With more than fifteen years of building and shipping technology products in both engineering and product roles, I have practical and leadership experience in iteratively validating, building and testing technology products in market. You can find me on LinkedIn or Github.

SELECTION OF RELEVANT ROLES

Head of Product
Laybuy. Feb 2022 - July 2022

When I joined Laybuy, it was the third largest BNPL operator in the UK, and I was brought onboard to grow the product function globally and instil a product-led approach to building software. However, over my short tenure the macro economy started shifting dramatically to the point where it became clear I would not be able to accomplish what I set out to do at Laybuy, leading me to move on.

‣ Led a team of four Product Managers across growth, platform, merchant and payments.

‣ Managed expectations and prioritisation across various stakeholders with a severely under-resourced engineering team.

‣ Worked closely with the CTO to build out an org-structure and roadmap conducive to product-led growth.

‣ Put in place systems to better focus product engineering teams and improve outcomes.

‣ Successfully lobbied across the organisation for increased engineering budget.

Group Product Manager
Dovetail Studios. August 2021 - Jan 2022

Dovetail is a digital product development agency and works with enterprise customers as well as early stage ventures. Agency customers include Afterpay and BlockFi, while recent ventures including Marmalade, ChemCloud, Runn and Provider Choice.

‣ I initiated and established Dovetail membership of GSSN, a tightly vetted community of venture builders across the world.

‣ Interviewing and hiring Product Managers to support goal of building five ventures per annum.

‣ Due diligence on potential Ventures for investment by Dovetail Ventures Fund I[1].

‣ Managing a team of Product Managers across Ventures and Agency engagements.

Senior Product Manager
Dovetail Studios. April 2019 - July 2021

‣ Led a cross functional product team to build the Cash Rewards 2.0 app which drove growth in support of Cash Rewards IPO and increased app ratings on both Android and iOS ecosystems.

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[1] https://techcrunch.com/2021/07/11/dovetail-the-venture-studio-that-has-worked-with-startups-like-afterpay-is-raising-a-new-fund/

- Led the discovery and shipping of Marmalade[2], a novel B2B financing platform. They're now processing several million dollars in payments every month and on track to raise series A in FY22 and doing.
- Supported and advised building ChemCloud[3], a next-generation chemicals marketplace.

Software Engineer
Popcorn/KnowBe4 Oct 2017 - Mar 2019

KnowBe4 is the world leader in information security awareness training. I joined the company through the acquisition of a startup I was working on.

- Working in an empowered product team, I helped ship the content delivery product that supported KnowBe4 being named the Gartner Magic Quadrant Leader for several consecutive years.
- The content delivery system was successfully shipped to 8 million users around the US and Europe.

Consulting Software Engineer
Freelance Jan 2017 - Oct 2017

Between full time engagements, I spent time consulting in the local South African market on various technology products.

- Shopify integrations
- Codebase security audits
- Ruby on Rails development

Product Growth Lead
Offerzen Jun 2016 - Dec 2016

Offerzen is a technology recruitment platform operating in South Africa and The Netherlands.

- Led discovery and shipping of a gamified referral system, which became a key driver of growth.
- Implemented attribution and cost management reporting for performance marketing.
- Owned P&L for performance ad spend.

Technical Co-Founder and CTO
Leaply 2014 - May 2016

Leaply is a graduate recruitment platform that uses AI to prescreen and bubble up the best candidates for your role.

- Technical co-founder of Leaply, a graduate recruitment product for the South African market.
- Led product and technology development toward product-market fit on both core platform and ATS product.
- Hired an engineering team and replacement CTO.
- Still in business, but moved on due to limited SAM/TAM.

Technical Partner
Aisle B Design Studios 2014 - May 2016

- Bought into Aisle B Design Studios as equity partner

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[2] https://www.withmarmalade.com.au/

[3] https://www.chemcloud.com.au

‣ Led transformation of print/branding focused design studio to a digital first studio.

‣ Hiring and management of outsourced development team

‣ Development of various Wordpress and Ruby on Rails solutions

Software Engineer
Various 2007 - 2014

‣ Development of software in various stacks

‣ Ruby on Rails, Javascript, PHP

‣ Linux development