

MARIJA RIBA

Product | AI | B2B | SaaS | Tech | Fintech

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Location
Jyväskylä, Finland

About Me

A commercially-driven product leader with a background in B2B SaaS across AI resource planning, fintech, crypto, and blockchain.

I specialise in bridging emerging technology and real-world applications. Working across the full product lifecycle, I have a strong track record of bringing successful products and features to market. I also work closely with engineering to improve development practices, streamline delivery, and raise the quality of what we build.

In parallel, I've spent 5+ years contributing to the product community through mentorship and content creation.

Education

University of Cambridge
MPhil Russian Studies

Goldsmiths (University of London)
BA (Hons) Media & Communications

Courses

- Google UX Design Specialisation
- AI for Product Management
- Product Launches Micro-Certification
- Product Analytics Micro-Certification

Expertise

- B2B, B2C & B2B2C SaaS (fintech, blockchain, resource capacity management)
- Product strategy & roadmap ownership
- AI product management & agentic workflows
- GTM & value proposition positioning
- Product analytics & data-driven approach
- International team management & cross-functional collaboration
- Public speaking & thought leadership

Languages

- English (native)
- Russian (native)
- Latvian (B2)
- Finnish (A1)

Relevant Experience

EG Silverbucket — AI-powered B2B SaaS for resource capacity management.

Senior Product Manager — January 2025 – Present

As product leader for EG Silverbucket within the wider EG ecosystem, I set product direction by aligning business goals with user needs, keeping the roadmap commercially grounded and customer-centric. Responsible for the entire product lifecycle.

Key achivements

- Launching an AI resourcing assistant, informed by extensive customer research;
- Leading the migration from our legacy interface to a modernised experience;
- Coordinating a cross-functional pricing overhaul;
- Introduced product analytics, building data-driven decision-making into the roadmap;
- Increased development predictability via ShapeUp and a structured release process;
- Built AI agents into my own processes, shipping UI changes independently;
- Invited to discuss Balancing AI, Web3 & User Experience on a Product People podcast

Verisart — Web3 SaaS bridging the phygital with blockchain certification.

Head of Product — June 2023 - July 2024

Hired to lead product strategy and the junior product team. Responsible for product vision & execution, stakeholder, team & people management, user & market research, client & partner management, data & analytics, UX & design, pricing & commercials, and marketing.

Key achievements

- Unlocked a new user segment with a freemium model, resulting in 34.5% subscriber increase and a 10.4% boost to revenue in Q1 2024;
- Integrated a new blockchain, web3 wallet (accounting for 20% of NFT claims), and two generative art engines to grow Shopify eCommerce app 40.7% in H2 2023;
- Developed new, simplified pricing model resulting in 10% conversion within 1 week;
- Integrated Mixpanel and improved development speed by implementing ShapeUp;
- Invited to appear at The Future for PMs...AI, Web3, Metaverse Product Tank event

NOAH — Global payments facilitator, formerly bitcoin wallet.

Senior Product Manager — March 2022 – June 2023

As the first product hire, I worked with the CEO & CTO to establish product best practices. Responsible for product ownership, Agile ceremonies, team management, market & user research, vendor & partner selection, analytics, UX & design reviews, and GTM.

Key achievements

- Launched the app into beta, delivering a strategically important payment integration;
- Integrated AML, anti-fraud, and blockchain transaction monitoring tools;
- Conceptualised and implemented the Rewards programme, boosting activation 300%, and designed a quest structure that drove a 638% increase in referred users;
- Named in the 2022 Rising Women in Crypto Power List longlist and featured in a podcast presenting The Advantages of Non-Custodial Wallets for Crypto Consumers

Wirex — Crypto exchange and fintech leveraging DeFi.

Senior Product Manager — July 2021 – March 2022

Worked directly with the CPO & CEO to execute the strategic vision. Responsible for market & user research, scoping & specifications, analytics, stakeholder & partner management, UX & design reviews, and leading the monthly steering committee.

Key achievements

- Added 20 ERC-20 tokens and 22 cryptocurrencies in EEA and APAC
- Successfully pitched to expand the X-Accounts project to 80+ countries;
- Facilitated the launch of the new Wirex Mastercard and associated offers;
- Presented at Wirex & UKTN's 'Women in Crypto: Tech, Innovation, and Digitisation'

Senior Marketing Project Manager — April 2020 – July 2021

ECOMMPAY — Global payments processor and acquirer.

PR/Marketing Manager — May 2017 – April 2020