

OLIVER SNELL

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GLOBAL PRODUCT MANAGEMENT

COMPLEX SOFTWARE / TECHNOLOGY DEVELOPMENT | INNOVATIVE PRODUCT STRATEGIST | BUSINESS GROWTH CATALYST

Visionary Global Technology Product Executive who thrives at the intersection of innovation and execution driving product vision, development, and commercialization in the identity verification and digital trust space. Proven expertise in leading global teams to build and scale secure, complaint, and user-centric identity solutions across KYC, AML, fraud prevention, biometric authentication, and document verification. Adept at navigating the intersection of privacy, compliance, and cutting-edge technology — including AI/ML, computer vision— to deliver scalable platforms for fintech, banking, e-commerce, and government sectors. Strong track record of accelerating go-to-market strategies, driving product-led growth, and managing multi-million-dollar product portfolios. Recognized for turning complex regulatory challenges into competitive advantages and shaping the future of digital identity on a global scale.

SELECT LEADERSHIP CONTRIBUTIONS

- Designed and launched Prove's Identity Platform, leveraging AI/ML and streaming data to optimize fraud detection and compliance. Margins for select products **increased from 73% to 93%**, while **delivering the same or better fraud detection performance**.
- Launched an entire developer-first ecosystem for Prove, including self-service tooling, billing and documentation, guides and blog content. **Accounts created via the developer-first portal were live 75% quicker and required 100% less human interaction**.
- Helped close and grow several accounts, inc. Synchrony Bank went from spending **\$0 to \$8M over 18 months and now generates close to \$17M ARR**.
- Built several Product and Engineering teams from the ground up, one project that required building a team of four and **launching the product in six months**.

CORE COMPETENCIES

- Innovative / Forward-Thinking Leader
- Strategic Planning / Execution
- Product Development & Ownership / Product Launch / Roadmap Management
- P&L Management / Budgeting / Forecasting
- Product Marketing / Go-To Market
- Sales and Marketing Strategies
- Software Engineering
- Revenue Generation and Optimization
- Market Analysis / Competitive Intelligence
- Organizational Transformation
- Mentoring / Team Building
- Technology & Operations Strategy
- Change Acceleration Process

PROFESSIONAL EXPERIENCE

Prove Identity | New York, NY

2018 - 2025

\$150M ARR and ~330 people. Guiding mission is centered around creating an equitable and convenient solution to digital transactions and identity verification processes, designed to open up access to online services around the world and mitigate fraud.

VP Product

Reported to the CEO. Spearheaded growth initiatives and product development in the digital identity space, scaling revenue from \$20M to \$150M+ and the team from 50 to 300+ employees. Built and led the Sales Engineering and Implementation teams, up to 6 members.

- Secured largest account to date Synchrony Bank and led its successful integration, driving significant revenue growth from \$200K to \$22M annually. Sold transactional services to open doors and then sold a new product focused on driving the user experience up front.
- Created modern data pipelines and internal data fusion services that formed the basis of Prove's data platform for now and the future. The company's access to relevant and timely data from this platform and third-parties went from manual processes using batch files to real-time access with the ability to automatically fuse from multiple sources. Testing and iterating ideas went from weeks to hours.
- Successfully launched a new data product that was designed to supplement several existing third-party sources while delivering improved margins from 70% to 93%.
- Built high-performing Sales Engineering and client implementation teams from the ground up, enabling scalable customer onboarding and support.

Prove Identity (Continued)

- Defined the vision and strategy for Prove's Identity Platform, leveraging streaming data, processing technology, and machine learning to optimize fraud models. Launched the platform in mid-2023, delivering market-leading solutions that enhanced pricing power and empowered product teams.
- Led the team that successfully built and launched Prove's Developer Portal and tooling suite, inc. starter kits, SDKs and documentation. Taking the go live time from one year to three months. Now they can go live in one week.

ElimiWait Parking | New York, NY**2016 - 2018**

Start-up reshaping the parking industry by delivering faster, smarter solutions for drivers and destinations alike. Make it easy for drivers to find, book, and pay for parking—whether it's on the street, in private lots, or at venues. Recently acquired by JustPark. \$3M ARR and 4 people.

Director of Engineering

Reported to the CEO. Transformed the technology foundation of SME's SaaS product, driving significant improvements in scalability, performance, and development velocity. Managed a Serbian offshore team of 4 employees.

- Owned and Modernized the architecture, migrating from a monolithic web app to a robust, cloud-native design.
- Accelerated platform development velocity by implementing CI/CD tooling (Octopus), enabling faster delivery of new features and enhancements. It went from 5 hours to 5 minutes, ensuring automated consistency.
- Spearheaded the launch of a new mobile-first product, encompassing an Android app, C# backend API, and React-based web portal. Grew from zero to \$100K in the first 6 months.
- Led architecture, development, and management of both internal and offshore teams throughout the process.

Pobble | London, UK**2015 - 2016**

A goal of fostering a love of writing in as many schools around the world as possible! They do this through a platform that gives students, teachers, family and friends a way to interact with their work and celebrate it. \$4M ARR with 15 people.

VP Engineering (contract)

Transformed EdTech platform, delivering a cutting-edge solution that empowers students to generate engagement on their work and educators. I defined the technical roadmap and led the agile development process from concept to launch in six months.

- Quickly assembling a talented team of Three engineers and a designer, fostering a collaborative environment that prioritized innovation and quality.
- Architected a modern, cloud-based platform with a focus on scalability, performance, and automated deployment.
- Implementing key technologies like Ruby on Rails, Angular, PostgreSQL, Redis, and Elasticsearch to ensure a robust and reliable solution.
- Migrated all existing users and enjoyed a celebrated launch. Migrated a user base of ~200K users and soon ramped to 230K users 3 months after re-launch. Over that time frame, revenue grew by ~5%, as the new platform offered more touch points and potential revenue streams.

Cognia | New York, NY & London, UK**2012 - 2015**

A start-up headquartered in London building a regulated call recording and audit platform for banks and other regulated industries. Added a phone-based payments product for use in contact centers. \$3M ARR and 45 people.

VP, Engineering

Reported to the CTO. Led the development of a groundbreaking payment solution enabling call centers to securely process payments while minimizing PCI-DSS scope. Managed 8 employees.

- Designed and built a unique payment product that removes sensitive cardholder data from the call center environment, dramatically improves compliance burdens and security risks. Generated \$1.5M annually.
- Architected and implemented a new SIP stack on AWS, connecting to US-based SIP trunks to facilitate secure call recording and payment processing.
- Engineered a highly scalable and resilient platform using EC2, DynamoDB, RDS, and S3, capable of handling peak call volumes and transaction loads.
- Developed a RESTful API in Java and telephony control wrappers in Node.js to provide a robust and flexible foundation for the payment service and other applications.
- Led the agile development process, ensuring rapid iteration and on-time delivery of this critical product.

International British Schools | New York, NY**2008 - 2011**

An international group of private schools in New York City, London and Austin for students ages 3-18. ~\$25M ARR and ~250 people.

International British Schools (Continued)

Chief Technology Officer

Modernized The British International School of New York's technology infrastructure. Delivered a parent portal and student reporting system (Ruby on Rails), designed school websites (WordPress), and migrated services to Google Apps for Education.

ION Trading | New York, NY

2004 - 2008

Provides trading and risk management solutions for equities, fixed income, forex trading, cleared derivatives, secured funding, and asset management. ~\$55M ARR and 150 people.

Forward Deployed Engineer

Served as an onsite product developer/consultant for ION Trading, delivering bespoke trading and risk management solutions for investment banks (including Bank of America and ING). Collaborated with traders to develop new features for the ARTS platform, including trade feeds, reporting tools, and customized functionalities (Perl, Transact-SQL, C++).

EDUCATION

- **Bachelor Degree in Computer Science with honors**, University of East Anglia. Final year dissertation: Quality based analysis and enhancement of Voice over IP (VoIP) encoding standards.

PROFESSIONAL DEVELOPMENT

- Section4 - Mini MBA. 2 Week Part-Time Sprints, 2022
 - Complete Manager
 - Business Strategy
 - Brand Strategy
 - Storytelling
 - Product Experimentation
 - Product Engagement
 - Productivity and Performance
- Professional Leadership Development Program, 1 week, 2007