

JONATHAN GABOR

SPEAKS CODE, SHIPS PRODUCT

Malmö, Sweden



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I am relentless about creating intuitive and simple products in a complex and technological environment.

With equal parts engineering and product, I use my experiences from both worlds to create solutions that are delightful for customers to use, with incremental improvements driven by their feedback. My goal is to make everyone and everything 1% better every day.

A long-standing passion for open source has shaped how I think about platforms: transparency, community collaboration, and reducing friction for developer contributions.

The last couple of years, I have been deep down the AI rabbit hole, exploring AI-assisted software development, agentic workflows, and the interfaces and touch points between humans and artificial intelligence.

My opinion changes with new information.

STRENGTHS

SYSTEMS THINKING Connects immediate decisions to long-term outcomes. Sees several steps ahead without losing sight of today.	TEAM ENABLER Leads by enabling others—aligning teams toward a shared north star without needing formal authority.	QUICK STUDY Active listener with high-bandwidth information intake. New concepts stick quickly.
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SKILLS

- Product Strategy
- Product Vision
- Product Roadmap
- Platform Engineering
- Artificial Intelligence
- Developer Experience
- Software Development Lifecycle
- Infrastructure-as-Code
- OKRs
- Backlog Management
- User Research
- Cross-functional Leadership
- Agile Methodologies

LANGUAGES

- Swedish
- English

EXPERIENCE

IKEA

3 years 11 months

Product Owner, Operational Intelligence

May 2024 – Present · Malmö

Product Owner for two teams, responsible for synthetic monitoring and software observability capabilities that underpin critical customer flows across IKEA.com and in-store experiences. Active participant in all leadership meetings across the Operational Intelligence area.

Collaborated closely with software engineers during IKEA's migration from Akamai to Cloudflare, developing new observability capabilities and ensuring continuity across critical systems. Took a hands-on approach to understand technical constraints while maintaining focus on customer outcomes.

Established ways of working aligned with Ingka's product management strategy, including the setup of Jira projects and cross-team agile practices. Conducted user research across multiple business areas to develop deep customer empathy and translate insights into product and platform strategy. Defined OKRs and product taxonomy, communicating vision to key stakeholders to gain buy-in for capability investments.

Product Owner, Data Enablement Technology

February 2022 – April 2024 · Malmö

Defined the product vision and initiated a centralized data platform from the ground up, recruiting the founding engineering team and establishing the roadmap for capabilities spanning metadata management, data discovery, and self-service data access.

Served as the product counterpart to engineers and architects, partnering closely with Enterprise Architecture and Data Architecture leadership to make informed trade-offs between technical constraints and user needs.

Drove collaboration and established agile methodologies across multiple teams, creating shared practices, tooling, and documentation that enabled the platform to scale. Guided and supported team members to perform to the best of their ability while fostering a continuous improvement mindset. What started as one team has since grown into multiple teams covering data governance, data quality, and data product development, forming the foundation of IKEA's modernized data infrastructure.

UPCLOUD

6 years

Head of Data & Product Owner, Internal Tools

December 2018 – December 2021 · Finland

Built and led the Data team responsible for UpCloud's data warehousing, business intelligence, and internal tooling. Created an in-house CRM and BI platform that enabled data-informed decision making across teams regardless of technical background.

Developed data models, APIs, and automated workflows integrating with services including Google Analytics, HubSpot, Intercom, Segment, and Tableau. Stack centered on PostgreSQL, TimescaleDB, Kafka, Python, and Golang.

Head of Marketing

January 2016 – December 2018 · Finland

Led a complete brand overhaul in collaboration with Kallan & Co, defining UpCloud's mission, vision, and visual identity from logo to tone of voice.

Directed the redesign of UpCloud.com with GrandWorks.co, centering the community's tutorials, open-source contributions, and user stories. This became the primary driver of organic traffic and revenue growth.

Developed a data-informed advertising strategy executed entirely in-house after external consultants failed to deliver. Achieved positive ROI with a small team through continuous improvement of data quality and processes.

CLOUD ROYALE

Founder & Product Manager

May 2012 – December 2015

Took Cloud Royale from idea to launched product with a small team. Owned brand strategy, led engineering projects, and drove sales and marketing. Used A/B testing and customer feedback to iterate toward a simple, flexible cloud platform.

FS DATA

Head of Shared Hosting

October 2011 – April 2013

Responsible for customer service, development, marketing, and reselling. Launched a reseller program that achieved sustained growth beyond my tenure.

SURFTOWN A/S

4 years 7 months

Product Coordinator

April 2009 – September 2011

Managed product development (packaging, pricing, research) and marketing execution against roadmap. Part of the team that relaunched the company website.

Communications Advisor

May 2007 – March 2009

Handled marketing communications: copywriting, corporate blogging, digital advertising, press interviews, and customer service.

Support Coordinator

March 2007 – May 2007

First and second line customer support.