Kyria Zoeter

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Summary

Founding-team product manager at Odia, a bootstrapped B2B SaaS that travel companies run their business on. As the first product hire I set the direction with our CEO and CTO, decide what gets built, and take it from the customer conversation to launch. I work across the whole business, from sales to support. AI is part of how I work: I prototype in the codebase with Claude Code and build the agents and workflows our team runs on. Fluent in Dutch, English and French.

Experience

Product Manager (Founding Team) · Odia Solutions Inc, Remote · Oct 2023 – Present

- **Grew users 10x with no sales team and zero churn.** Teams now send 500+ proposals a month through the product.
- **Own the roadmap with the CEO and CTO.** I prioritise by revenue impact, balancing quick wins that help customers grow with bigger bets that open new markets.
- **Fixed why new customers weren't staying.** People told us they didn't understand the product after a demo, so I rebuilt onboarding around getting them to a real result in their first session.
- **Rebuilt pricing, the core of how our customers make money.** Every country prices differently, so I made one flow that handles each market's rules, wherever our customers sell.
- **Leading our expansion into a second customer segment, travel agents,** from customer discovery to a working prototype.
- **Ship fast without a big team.** I turn each problem into a spec and a working prototype in the codebase with Claude Code, and launch it with the CTO.
- **Replaced an SDR hire with an AI outbound workflow (n8n, Claude API, Exa, Apollo, Attio),** then replaced the workflow with Codia, an agent the whole team uses in Slack, once AI could handle it.
- **Support that scales without a support team.** Help docs and release notes update with every release, and an AI agent answers customers from them.
- **Coach our product junior in weekly 1:1s** to move from finding bugs to proposing improvements, and walk her through the tradeoffs. Involved in hiring.
- **Track adoption in Statsig and report with SQL;** built our data platform in Python and Dash.

Business Development Representative · Collibra, London · Jun 2022 – Jun 2023

- Qualified enterprise prospects across Benelux in Dutch, French and English, working with solution engineers on discovery

Growth Capital Associate · Wayflyer (fintech), London · Sep 2021 – Apr 2022

- First point of contact for SMB prospects, generating pipeline for Account Executives through outbound

Conversation Designer (Intern) · Freshriver.ai · Jun 2021 – Sep 2021

- Designed and trained conversations for chatbots and voice assistants

Skills

Product: strategy and roadmap, discovery, specs, prioritisation, Linear, Statsig, Intercom, Notion · **Data:** SQL, Python, Dash, Supabase, Git · **AI & automation:** Context engineering, model selection by task and cost, prompt caching and context-window management, evals, tool use and agentic workflows · Claude Code, Claude API, MCP, n8n, Attio · **Languages:** Dutch (native), English (fluent), French (bilingual)

Education

BA Management, Business & Law · Leidse Onderwijs Instellingen, Leiden · 2019 – 2021