

Lasse Wingreen

Product Owner | AI-assisted development | SaaS

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Profile

I'm a Product Owner whose experience includes close to nine years at iPaper, progressing from customer support through implementation to product ownership. I turn complex needs into practical specifications and work closely with developers. My product work spans checkout, product views and accessibility across Flipbook and Horizon. I also work hands-on with Claude and ChatGPT: creating reusable skills for consistent writing and building websites and a shopping-list app. I bring a background in SaaS and digital design, with a lasting interest in making technology useful to people.

Experience

iPaper · Aarhus

Nov 2017 - 2026 | B2B SaaS

Product Owner

Sep 2023 - 2026

- Specified the full project to improve the e-commerce checkout experience and product view, working through requirements with developers.
- Worked on a full accessibility suite for Flipbook and specified an accessibility suite for Horizon.
- Specified Horizon's energy-rating system and numerous other product issues as the new product developed.
- Worked closely with developers throughout specification and clarification, and participated in regular Scrum ceremonies.

Senior Implementation Specialist

Jan 2022 - Sep 2023

- Helped new and existing customers set up iPaper, including automation, Google Analytics and Google Tag Manager.
- Worked with customers on technical configuration and how the product fitted into their wider marketing setup.

Implementation Specialist

Jan 2020 - Jan 2022

- Implemented iPaper's SaaS products in new and existing customers' marketing setups.
- Enabled and customised automation; advised on data sources, including Google Merchant feeds, analytics and tag management.

Support Specialist

Nov 2017 - Jan 2020

- Provided customer support with a focus on helping people use the product effectively and get value from it.

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Earlier experience

Customer Success Manager

AccuRanker | 2017

Customer support and sales; developed support articles and automated communication using Intercom and HubSpot.

Web / SEO Manager

AudioNation | 2016 - 2017

Worked with WordPress landing pages, technical SEO, HubSpot, Google Tag Manager and analytics reporting.

IT Supporter

GECKO Booking | 2014 - 2016

Supported customers, helped integrate booking functionality into their websites, tested new features and produced guides and training materials.

Earlier technical and creative work

2010 - 2014

NemID support at CGI in two periods alongside my studies; internet support at TDC; iOS development at Playnation; game audio and implementation at Logic Artists; audio production at M2Film and AudioNation.

Education

MSc / cand.it. in Digital Design

Audio Design · Aarhus University | 2010 - 2012

BSc in Medialogy

Aalborg University | 2007 - 2010

Capabilities

Product work. Product specifications, user stories, requirements clarification, developer collaboration, Scrum, accessibility specification.

AI-assisted development and workflows. Claude and ChatGPT; reusable Claude skills for tone-of-voice writing, website development and a shopping-list app built with Claude.

SaaS implementation. Automation, data feeds, Google Analytics, Google Tag Manager, customer onboarding and technical support.

Tools and technical background. Jira, Asana, Intercom, HubSpot; working knowledge of HTML, CSS and JavaScript.

Languages. Danish and English: fluent, written and spoken.

Beyond work

Music has been a constant alongside my work. My background includes singing, guitar, recording and performing, including with Flow & Green. I enjoy understanding how things work and helping other people get the most out of them.

LinkedIn: [linkedin.com/in/lassewingreen](https://www.linkedin.com/in/lassewingreen)