

# FLORIAN WAHL

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*Certified Digital Product Manager (AIPMM)*

Product strategy and fintech leader with 9+ years of experience shaping innovation in open banking, payments, and digital financial services. Proven record of leading cross-functional teams, scaling enterprise partnerships, and influencing industry standards. Recognized thought leader with publications, conference talks, and panel appearances at leading fintech events.

## Key Highlights

- **Product Leadership:** Built and executed multi-year product roadmaps for Akoya, aligning leadership, board, and market stakeholders
- **Market Impact:** Launched tokenization, payments, and open finance compliance initiatives that advanced industry adoption and positioned Akoya competitively
- **Thought Leadership:** Frequent speaker at global fintech conferences (Nacha, FDX, OpenFinity) and published extensively on open banking, payments, and product management
- **Growth & Scale:** Designed and implemented pricing models, product economics, and processes that improved adoption and scalability

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## PROFESSIONAL EXPERIENCE

**AKOYA**, New York, NY & Boston, MA

**Oct 2021 – Current**

### *Head of Product Strategy*

*Nov 2022 – Current*

- Drove creation and adoption of a **multi-year product roadmap**, aligning executives and board on Akoya's strategy
- Identified and validated **5+ strategic initiatives** from concept to MVP launch, driving multi-million dollar pipeline
- Led and coached **3+ product managers and analysts**, advancing them into senior roles
- Built **commercial models** across all products, improving **financial predictability** and margin expansion
- Published **10+ papers** and **delivered talks** at major fintech conferences, strengthening Akoya's industry authority
- Streamlined product execution, cutting analysis turnaround time by 30% and improving cross-team collaboration

### *Business Strategy & Execution Manager*

*Oct 2021 – Nov 2022*

- Led **market analysis, 30+ client interviews** to deliver acceleration plan adopted by Akoya leadership and board
- Owned strategy and execution of **tokenization product**, establishing it as a cornerstone offering
- Launched **v2 of Akoya's core data access products**, expanding coverage and boosting financial institution adoption
- Standardized **pricing models across 5+ products**, simplifying sales motions and aligning with market benchmarks

**CAPGEMINI**, New York, NY

**Aug 2017 – Oct 2021**

### *Manager | Global AWS Alliance for Financial Services*

*Jun 2020 – Oct 2021*

- Managed **global AWS partnership** across **90+ financial services accounts** (North America, Europe, Asia Pacific)
- Drove **go-to-market** and enablement for new cloud offerings, doubling bookings and sales pipeline **100%+ year-over-year**
- Partnered with senior executives to guide **alliance governance, reporting, and marketing** (social campaigns, thought leadership, webinars)

### *Senior Consultant | Various Consulting Roles*

*Aug 2017 – Jun 2020*

- **Open Banking Utility:** Unified strategy and functional architecture across 10 leading U.S. banks to create a shared open banking utility, covering registration, onboarding, consent, token management, and API standards

- **Market Influence:** Translated PSD2 and European open banking lessons for U.S. adoption, shaping functional requirements and leading vendor selection for fintech onboarding platforms
- **Program Leadership:** Directed a readiness assessment for a top U.S. transaction bank, leading 23 senior experts, identifying 50+ risks, and delivering an actionable remediation roadmap
- **Innovation Projects:** Delivered blockchain proofs-of-concept for insurance and banking clients, authoring requirements, building MVPs, and managing cross-shore engineering teams
- **Client Engagement:** Facilitated executive workshops, aligned stakeholders across institutions, and secured consensus from senior leaders and partners
- **Thought Leadership Support:** Contributed research and market analysis on API governance, fintech partnerships, and regulatory trends across U.S. and LATAM markets

HUBROAD, Chicago, IL

Sep 2016 – Sep 2017

*Co-Founder*

- Founded startup recognized in **Chicago Innovation Challenge** (3rd place), **FAEA Startup Competition** (semi-finalist)
- Defined **business plan, marketing strategy, and product roadmap**, prioritizing features for MVP launch
- Collected feedback from **50+ students** to identify bugs, new features, driving iterative improvements
- Coded MVP web application (Angular 2, API integrations, UX/UI design)

**THOUGHT LEADERSHIP (SELECT)**

- Open Banking in the US: Navigating Compliance Under the CFPB's 1033 Rule, OpenFinity EXPO (Nov 2024)
- Industry Collaboration on DDA Payment Tokens, Nacha's Smarter Faster Payments 2024 (May 2024)
- Driving Adoption of Open Finance in the Commercial Banking Sector, FDX Global Summit (Mar 2024)
- [The Future of Payments is Instant](#), Akoya (May 2023)
- Pay by Bank Powered by Real-Time Payments, Nacha's Smarter Faster Payments 2023 (Apr 2023)
- [A Framework for Product Strategy](#) (Oct 2022)
- Publications in Akoya, Medium, and Product Coalition on product strategy, payments, and fintech partnerships

**EDUCATION**

**INSA Lyon** (France) *Master of Industrial Engineering and Management*

**Illinois Institute of Technology** (Chicago, IL) *Master of Industrial Technology and Operations (Supply Chain Mgmt.)*

**PROFICIENCY**

**Certifications**

- **AIPMM** - [Certified Digital Product Manager](#)
- **Amazon Web Services** - [Certified Cloud Practitioner](#)
- **Section** - [Certified Business Strategy](#), [Certified Product Strategy](#), and [Certified Storytelling for Influence](#)

**Skills**

- **Product Leadership:** Roadmaps, Pricing, GTM Strategy, Product Economics, Team Enablement
- **Domain Expertise:** Open Banking, Payments, Tokenization, API Strategy, Fintech Partnerships
- **Technical Familiarity:** HTML/CSS, JavaScript, SQL, Open API Specifications
- **Languages:** English, French, German (conversational)