



● Open to new roles from January

Nora Lindqvist

Senior Product Manager at Tidewell

Overview

I run product for the money side of software: checkout, payouts, the onboarding forms nobody wants to fill in. Eight years in, I still start every project the same way, by sitting next to the people who use the thing and watching where they hesitate.

At Tidewell I lead a team of nine across design and engineering. Before that I built merchant onboarding at a Stockholm fintech and spent three years as an analyst, which is why I ask for the spreadsheet before the slide.

Results

31%

fewer abandoned checkouts

Rebuilt Tidewell's checkout around saved cards and one-page address entry.

4 → 1

days to onboard a merchant

Replaced a paper KYC pack with a guided flow and same-day review.

€2.4M

new annual revenue

Launched instant payouts as a paid add-on in five markets.

9

people on my team

Two designers, six engineers and an analyst, hired over two years.

Experience

T

Tidewell

Senior Product Manager, Payments

Own checkout, payouts and billing for 40,000 small merchants. Set the roadmap, run discovery with merchants every week and report revenue impact to the board each quarter.

Mar 2022 – Now · Lisbon, PT

K

Kassa Nord

Product Manager, Onboarding

Took merchant sign-up from a PDF pack to a guided online flow. Worked with compliance to cut review time from four days to one without loosening a single check.

Jun 2019 – Feb 2022 · Stockholm, SE

A

Arvid & Lund

Business Analyst

Built the pricing and churn models a retail bank used to plan its first mobile product. Learned SQL properly and learned to explain a number to a room.

Aug 2016 – May 2019 · Gothenburg, SE

Education

Nordvik School of Economics

MSc Business & Management

Thesis on why small businesses abandon payment sign-ups, written with three Swedish banks.

2014 – 2016 · Stockholm, SE

Vänersborg University

BSc Economics

Minor in statistics. Teaching assistant for first-year microeconomics.

2011 – 2014 · Vänersborg, SE

Certification

Scrum Alliance

April 2023

Certified Scrum Product Owner

European Payments Institute

October 2021

Certified Payments Professional

Skills & tools

Discovery & research

Interviews, usability tests

SQL & Looker

Own analysis, no waiting

Payments & KYC

PSD2, SCA, card schemes

Figma

Flows and rough prototypes

Jira & Linear

Planning and delivery

Languages

Swedish, English, Portuguese

Contact

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