

Roemer Weerkamp

Product & Growth Leader · 0→1 and scale-up · strategy · monetization · AI-first

Amsterdam · roemerw@gmail.com · +31 6 4178 3345 · [linkedin.com/in/roemerweerkamp](https://www.linkedin.com/in/roemerweerkamp)

Profile

Entrepreneurial product and growth leader with 10+ years taking products from **0→1** and **scaling** them. I connect **market research**, experimentation, product strategy and commercial thinking into a direction teams and management rally behind, and steer on the full **growth model**: acquisition, activation, engagement, retention and monetization.

Selected impact

- **0→1, twice:** Studira ~2,000 and Ssula Junior ~1,000 paying customers, each within a year
- **Scale:** De Firma Kaas subscribers +350% in a year, churn -20%, profitability +30%
- **Portfolio:** led Ssula's portfolio (~100k users, ~20-22 people), grounded in 6-8 research studies
- **Monetization:** free trial over pay-first lifted trial-to-paid to ~70-80%
- **Ventures:** 20+ corporate ventures, hundreds of experiments in 10+ countries

Experience

Co-founder · [ToolRecipe](#)

2026 – present

- 410+ in-browser file tools and chainable recipes, **built and run AI-first** through our own agent workflow, fully remote
- Own **product, design, growth** and the **B2B proposition**

Futurewhiz (Ssula)

2023 – 2026

Growth Marketeer → Head of Studira → Product Manager Primary Education, in under 18 months

Product Manager Primary Education · 2024 – 2026

- **Portfolio strategy:** moved Ssula Learning Path, Ssula Junior and legacy Ssula to a use-case-based portfolio, grounded in conjoint, pricing and segment research
- **Leadership:** managed two product leads, end-responsible for ~20-22 people; worked directly with the management team
- **0→1:** scaled Ssula Junior from weak prototype to ~1,000 paying customers in a year
- **Brand integration:** brought Studira under the Ssula brand as Ssula Learning Path
- **Continuous Insights Project:** connected support tickets, surveys and behavioural data into one user-engagement framework, so product, marketing and leadership decide on shared evidence
- **AI product:** led Customer Compass, an internal AI tool that answers customer and market questions from that data (buy-vs-build call)

Head of Studira & Growth Marketeer · 2023 – 2024

- **Full-funnel ownership:** grew Studira to ~2,000 paying customers; PMF score ~8% → 42%
- **Product-led growth:** free trial over pay-before-access; trial-to-paid ~70-80%
- Website van het Jaar 2023 nominee

InnoLeaps · corporate venture builder

2018 – 2022

Growth Marketeer → Business Venture Builder

- **Venture building:** 20+ corporate teams from idea to product-market fit; hundreds of experiments in 10+ countries
- **Meal My Way (Nestlé):** brief to commercial launch in NL and UK; ~1,000 sales, funding in the millions
- **De Firma Kaas (FrieslandCampina):** +350% subscribers, -20% churn; turned surplus cheese into a best-selling trial package and lifted profitability +30%

Earlier

2010 – 2018

- **Growth marketer, iLost:** +450% organic traffic; validated the iLost Alert proposition
- **Founder, Bed & Breakfast:** 97% Hostelworld rating, top of the platform
- **Sales, Pepperminds:** door-to-door sales

Education & training

- **BSc Work & Organizational Psychology** · University of Amsterdam
- **Reforge:** Growth Series (2023) · Leading Product Teams (2023) · Consumer Subscription Growth (2024) · AI Foundations (2025)
- **Lead with AI** (2026) · **Certified ScrumMaster** (2022) · Conjoint Analysis training

Skills

- **Product:** strategy · portfolio · 0→1 discovery · jobs-to-be-done · innovation accounting
- **Growth:** growth models · product-led growth · pricing & monetization · experimentation · retention
- **Research:** market research · conjoint · segmentation · customer interviews · Amplitude
- **AI:** agent workflows · LLM product design · evals
- **Languages:** Dutch (native) · English (fluent) · Spanish, German (basic)

Reference

“I recommend him without hesitation.” Roemer is described as a thoughtful product leader with strong capabilities in product discovery, customer insight and strategic product development, who changed how teams approach product: start from the user problem, make assumptions explicit, seek evidence before committing.

Thomas Dow, CPO, Futurewhiz · reference letter, August 2026

Full reference letter available on request. Further recommendations on [LinkedIn](#).