ROBERT ANDERSSON

PhD, Physics

Product Leadership · AI · Computer Vision

Lead Product Manager

CONTACT

rbrtndrssn@gmail.com

Noordwijk, Netherlands

linkedin.com/in/robertandersson

CORE SKILLS

- Product Management
- Product Strategy
- Product Operations
- Platform Management
- Team Leadership
- Dual-Track Agile / Continuous Discovery
- API Strategy
- Computer Vision
- AI / Machine Learning
- Swift · SwiftUI · iOS · AI-assisted Development
- Python · SQL · R · Claude/Git/VS Code

DOMAINS

- AgTech
- Offshore & Subsea
- E-commerce
- Logistics & Robotics
- Manufacturing

LANGUAGES

Swedish — Native

English — Fluent

Dutch — Fluent

CERTIFICATIONS

ISPMA (Software Product Management)

Certified LeSS Practitioner

Kanban System Design

Certified Scrum PO

PRODUCT LEADERSHIP · PhD PHYSICS · 18+ YEARS

Taking new technology from R&D to products used at scale.

18+ years in AgTech, offshore & subsea, logistics, e-commerce and manufacturing, across platforms, web and mobile apps. Specialised in Computer Vision, AI/ML and Spatial Computing: subsea robotics, industrial machine vision and consumer AR at 100M+ user scale. Pioneered AR and CV in subsea and marine services.

15K+	100M+	4 Industry 1st
Farmers served 15 EU markets	Users reached IKEA AR platform	CV & AR hardware/software products Offshore & Subsea

CAREER TIMELINE

Yara International — 2023 – Present
Lead Product Manager · AgTech · 15 EU markets

IKEA — 2021 – 2023
Platform Manager · Spatial Computing / AR / AI

AI in Motion (AIIM) — 2021
Head of Product & Technology · Autonomous Robotics

Fugro — 2015 – 2021
Innovation & Product Lead · Computer Vision for Marine & Subsea

Omron · Capgemini · Tata Steel — 2008 – 2015
Machine Vision · Analytics · ML Research

TU Delft — 2004 – 2008
PhD Physics · 4 peer-reviewed publications, one with 164 citations

EDUCATION

PhD, Physics
Delft University of Technology · 2008

MSc, Physical Chemistry
University of Gothenburg · 2003

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PROFILE

- Lead Product Manager at Yara. Leads 3 PMs and works with 3 designers, 1 researcher and ~20 engineers on a 15-market portfolio, owning the roadmap across product, UX and engineering.
- Hands-on technical background in computer vision, ML, embedded systems and AR, combined with senior product leadership. Comfortable in both discovery and engineering discussions.
- Introduced dual-track agile, product trios and continuous discovery at Fugro, IKEA and Yara, each time in an organisation new to modern product practice. In each case the team moved from output targets to outcome targets within the first year.
- Has worked from early-stage startup (AI in Motion, 6 engineers) to enterprise (IKEA, Yara), including regulated agricultural markets in 15 EU countries.
- Used to organisations where the operational core runs on process and control while the digital side needs speed, and adapts how the team works to each.
- Brings an experimental approach from a physics PhD (4 peer-reviewed publications) to product decisions and data interpretation.

PROFESSIONAL EXPERIENCE

Yara International

Lead Product Manager *(Official title: Senior Lead, Product Management)*

October 2023 – Present · Amsterdam, Netherlands

→ 3 PM direct reports · 3 UX Designers · 1 UX Researcher · ~20 Engineers · 15,000+ farmers · 15 EU markets · budget ownership

Leads product strategy and a team of PMs for Yara's precision-fertilisation portfolio, used by 15,000+ farmers in 15 European markets.

- Defined the 3-year product vision for precision farming tools and leads the move from the legacy platform and apps to their replacements. This is the main mandate of the role.
- Hired, built and leads a team of 3 PMs, coaching them in continuous discovery and outcome-based roadmaps.
- Moved the teams from siloed agile delivery to dual-track agile with product trios, so discovery and delivery run in parallel.
- Set the API strategy and third-party partnership model for expanding across European markets.
- Presents product strategy and portfolio progress to senior leadership and executives.
- Leads discovery for new sustainable fertilisation technology with research, design, engineering and data, before any build commitment.

ioths · Independent

Creator & Product Developer

2026 – Present · alongside Yara

→ Solo build · iPhone & iPad · live on the App Store

Designed, built and shipped ioths, a privacy-first, offline-first Markdown note-taking app for iPhone and iPad (ioths.bedrockrebel.app).

- Took the product from concept to App Store release as sole product manager, designer and developer.
- Built in Swift/SwiftUI using AI-assisted development workflows.

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IKEA

Platform Manager (Spatial Computing / AR / AI)

October 2021 – October 2023 · The Hague, Netherlands

→ 10M+ app users · All IKEA markets · 100M+ users via Web AR franchisee rollout

Owned the IKEA Place AR platform, one of the most widely used consumer AR apps, with 10M+ users across all IKEA markets.

- Shifted the platform from native-only AR to a web-first architecture while keeping the native apps, then launched Web AR at IKEA's largest franchisee. Reach grew from 10M to 100M+ users.
- Led the worldwide rollout of the new native and web AR stack: APIs for 3D data delivery, product catalogue integration, and SDKs for web and mobile.
- Moved the Android, iOS, backend and enabling teams from waterfall to product trios and dual-track agile.
- Owned performance and scalability of the spatial computing cloud and edge platform (mobile SDK).
- Sequenced the mobile AR rollout by cost of delay, trading speed against technical risk.

AI in Motion (AIIM) · Startup

Head of Product & Technology

March 2021 – October 2021

→ 6 direct reports: CV/ML engineers, frontend developers, embedded CUDA/SoC specialist

Ran product and technology together at a startup building autonomous mobile robots for indoor and outdoor warehouse logistics. There was no separate head of product.

- Set product direction and technology strategy with the founders.
- Led and mentored 6 engineers through rapid development cycles.
- Owned key client and partner relationships, making sure what was promised to clients was actually buildable.
- Developed a drop-in retrofit sensor and compute stack that turns legacy forklifts in existing warehouses into autonomous robots.

Fugro

Innovation & Product Lead

August 2018 – March 2021 · The Hague, Netherlands

→ 10 direct reports: CV/ML engineers, frontend, HW engineer, embedded CUDA/SoC specialist (Nvidia Jetson)

Led Fugro's computer vision innovation team and acted as its product manager. Delivered 4 industry-first CV hardware and software products for offshore and subsea: a subsea AR and CV positioning system, a marine topside pose estimation system, a marine topside positioning system, and a GPU-accelerated subsea CV platform for real-time positioning, video streaming and AR.

- Built and led a team of 10 that took a full-stack subsea CV product from research to commercial use in Fugro's service lines worldwide.
- Ran product across hardware, software and firmware, combining agile with critical-path planning.
- Designed the system architecture: Nvidia Jetson with embedded CUDA, 3D mapping, AR, SLAM, and IP video over VSAT and other lossy links.

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Fugro

Product Manager (Computer Vision)

September 2017 – August 2018 · The Hague, Netherlands

Product manager for computer vision in a conservative, safety-critical offshore industry.

- Owned vision and roadmap for 3D mapping, AR, pose estimation and a GPU-accelerated subsea hardware platform.
- Product Owner on Scrum hardware/software projects, handling requirements and stakeholders across regions.
- Ran field trials and client demonstrations worldwide; supported tenders, trade shows and seminars.

Fugro

Product Owner (Computer Vision)

March 2015 – September 2017 · The Hague, Netherlands

First product role: Product Owner for computer vision hardware and software.

- Turned client requirements into user stories with clear acceptance criteria.
- Owned and prioritised the backlog by business value, keeping it visible to the development teams.

Omron (Microscan) · EMEA

Machine Vision Solutions Engineer

March 2013 – March 2015

Built machine vision solutions for industrial QA/QC clients across EMEA, from requirements to deployed systems.

- Designed vision solutions covering image processing, segmentation, measurement and feature classification.
- Developed and evaluated Auto ID solutions (1D/2D barcode, OCR) for serialisation and track & trace.

Capgemini

Management Consultant (Big Data & Advanced Analytics)

January 2012 – March 2013

Data analysis and SAS programming for ETL pipelines, performance management and social media sentiment analytics for enterprise clients.

Tata Steel Europe

Principal Researcher (Machine Vision & ML)

November 2008 – December 2011

- Applied machine vision and ML to surface quality measurement on high-volume steel production lines.
- Delivered predictive analytics for Lean Six Sigma and continuous improvement programmes.

Delft University of Technology

PhD Researcher (Physics)

2004 – 2008 · Delft, Netherlands

Studied the microstructure and mechanics of cohesive granular materials using spin-echo small-angle neutron scattering (SESANS) and simulation (molecular dynamics, Monte Carlo). Four peer-reviewed publications and talks at international conferences; the most-cited paper has 164 citations.

- *Andersson R. et al. Analysis of spin-echo small-angle neutron scattering. J. Appl. Cryst. 41, 868–885 (2008)*
- *Andersson R. et al. Stress, strain and bulk microstructure in a cohesive powder. Phys. Rev. E 77, 051303 (2008)*
- *Andersson R. et al. Structure in cohesive powders studied with SESANS. Granular Matter 10, 407–414 (2008)*
- *Andersson R. et al. Structure, anisotropy and fractals in compressed cohesive powders. Phys. Rev. E (2008)*