

# Ludwig Ward

Senior Product Manager in Internet Security and Identity (San Francisco, CA)

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Product leader with over a decade of experience delivering secure, scalable products in digital identity, physical access control, and payments. Proven record of bringing NFC-based mobile credentials, hardware authenticators, and enterprise authentication solutions from concept to global launch. Skilled at cross-functional leadership across engineering, design, and business teams, with a strong technical foundation in FIDO2, PKI, post-quantum cryptography, and access control technology stacks. Known for translating complex security challenges into frictionless, customer-centric experiences adopted by millions worldwide.

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## Experience

### Apple Inc. – Apple Pay & Wallet

August 2025 - Present

*Product Manager, Access | Cupertino, CA, USA*

- Lead product strategy and roadmap for physical access control solutions within Apple Pay & Wallet, replacing the physical wallet with secure mobile credentials.
- Drive development, issuance, and lifecycle management of NFC-based mobile access services, partnering with engineering, design, and business teams across Apple.
- Collaborate with external ecosystem partners to integrate Apple Wallet into enterprise and consumer access control technology stacks.
- Ensure customer-centric design while solving complex technical challenges in mobile credential provisioning, security, and user experience.
- Champion cross-functional alignment to deliver at-scale product launches, meeting both security and performance benchmarks.

### Yubico Inc

October 2021 - January 2025

*Senior Product Manager (Santa Clara, CA, USA) & Product Manager (Stockholm, Sweden)*

- Oversaw YubiKey product strategy, development, customer engagement, and cross-functional coordination to drive revenue growth and market leadership.
- Spearheaded development and GA launch of fingerprint-enabled YubiKey Bio Series, achieving early enterprise adoption and boosting market confidence.
- Led FIPS certification for YubiKey 5, overcoming technical challenges to secure compliance, unlocking \$1M+ revenue and enabling larger enterprise deals.
- Contributed to FIDO Alliance technical groups, advancing FIDO2 standards and collaborating on post-quantum cryptography initiatives.
- Built strategic customer relationships, enabling integrations with major identity management systems.

### Earlier Experience (Condensed)

*Campcation.com | Co-Founder & CTO | Stockholm, Sweden | 2020 – 2021*

- Launched Nordic camping marketplace platform, scaling to 500+ campsites and 20K+ bookings annually.
- Led full-stack development, payments integration, and partner onboarding.

*ComeOn! AB | Technical Program Manager Stockholm, Sweden | 2018 – 2019*

- Managed agile delivery, technical projects, and certifications to ensure compliance and product expansion.

*Scania CV AB | Product Owner and Embedded Software Engineer | Stockholm, Sweden | 2015 – 2018*

- Developed software for guided diagnostics of electronics in heavy vehicles and safety critical chassis software.

## Skills

Access Management and Identity Solutions | Product Lifecycle Management (PLM) | FIDO Standards (FIDO2, Passkeys) | Certifications (FIPS, Common Criteria) | Cryptography (RSA, ECC, PQC) | Customer-Focused Product Strategy | Cross-Functional Team Leadership | Secure Hardware Design | Technical Writing and Documentation | Public Speaking and Industry Thought Leadership | User Experience (UX) Strategy

## Education

Master of Engineering (First Class) at University of Glasgow

Sep 2009 – Jul 2014