

Ludwig Ward

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

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Accomplished Senior Product Manager with a decade of experience in cybersecurity, identity management and safety critical systems. Expert in driving product development for industry-leading authentication solutions, notably YubiKey 5 Series and Bio Series, the majority of Yubico's \$170M revenue. Proven ability to enhance user security, streamline customer experiences, and lead cross-functional teams to deliver innovative, customer-centric products.

Experience

Senior Product Manager

October 2021 - January 2025

Yubico Inc, Santa Clara, CA, USA

- Oversee all aspects of the YubiKey product lineup, including strategy, development, customer engagement, and cross-functional coordination to drive revenue growth and market leadership.
- Spearheaded the product development and launch of the next Generation of Yubico's fingerprint enabled YubiKey Bio Series to General Availability, achieving early adoption and increasing market confidence.
- Led FIPS certification initiatives for YubiKey 5, overcoming technical and logistical challenges to secure compliance, unlocking +\$1M in immediate revenue and positioning the product for larger enterprise deals.
- Actively contributed to FIDO Alliance's technical working groups, driving advancements in FIDO2 standards and collaborating on the PQC Study Group for post-quantum cryptography.
- Built strategic customer relationships through direct engagement, contributing to integration with major identity management systems.

Product Manager

April 2019 - September 2021

Yubico AB, Stockholm, Sweden

- Expanded the YubiKey portfolio with biometric hardware, improving security solutions for diverse customers.
- Optimized development workflows, increasing efficiency by 30% for faster, customer-focused delivery.
- Led cross-functional collaboration across engineering, UX, solutions, and marketing, securing FIPS and CSPN certifications.
- Translated client requirements into actionable roadmaps, driving strategic product development.

Co-founder and CTO

May 2020 - September 2021

Campcation.Com, Stockholm, Sweden

- Developed a campsite booking platform, enhancing user experience through intuitive design and reliable performance.
- Led a team of six developers, ensuring the delivery of a product that met customer needs and market demands.

Technical Program Manager

February 2018 - March 2019

ComeOn! AB, Stockholm, Sweden

- Directed software deliveries and agile processes while managing technical projects and market certifications, ensuring regulatory compliance, meeting customer expectations, and enabling product expansion.

Product Owner & Embedded Software Engineer

January 2015 - February 2018

Scania CV AB, Stockholm, Sweden

- 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

September 2009 – July 2014

Mathematical studies at University of Strathclyde and University of Stockholm

August 2008 - May 2010