

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 YubiKey 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 - *Yubico Inc, Palo Alto, CA, USA* (October 2021 - Present)

- 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 YubiKey Bio MPE 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 - *Yubico AB, Stockholm, Sweden* (June 2020 - September 2021)

- Expanded the YubiKey product portfolio with new biometric hardware offerings, providing advanced security solutions tailored to diverse customer needs.
- Streamlined product development workflows, improving efficiency by 30%, resulting in faster delivery of customer-focused solutions.

Technical Program Manager - *Yubico AB, Stockholm, Sweden* (April 2019 - May 2020)

- Directed technical programs for the YubiKey product, managing cross-functional collaboration between engineering, design, and marketing to deliver customer-focused security solutions.
- Played a key role in FIPS and CSPN certifications, ensuring compliance and expanding market eligibility.
- Partnered with clients to gather requirements, translating them into actionable development roadmaps.

Co-founder and CTO - *Campcation.Com, Stockholm, Sweden* (May 2020 - September 2021)

- 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 - *ComeOn! AB, Stockholm, Sweden* (February 2018 - March 2019)

- Directed software deliveries and agile processes, ensuring products meet customer expectations and regulatory standards.
- Managed technical projects and certifications for new markets, enabling the company to offer compliant products to a broader customer base.

Product Owner & Embedded Software Engineer - *Scania CV AB, Stockholm, Sweden* (January 2015 - January 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

Education

Master of Engineering (First Class) University of Glasgow (September 2009 – July 2014)

Mathematical studies at University of Strathclyde and University of Stockholm (August 2008 - May 2010)