

Laura Almenberg

Stockholm, Sweden

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Strategic leader with 20 years experience connecting insight, design, and business strategy in fintech and innovation-driven companies.

I build and lead teams that transform customer and market understanding into the products, services, and strategies that drive profitable growth.

EXPERIENCE

Head of Product, Partner Enablement | Head of POS Core

Loomis Pay | Stockholm, Sweden | August 2024 - June 2026

Lead core service and product teams to scale Loomis Pay's POS solutions across markets. Accelerated go-to-market success and organisational alignment. Shaped product, roadmap, and business priorities in line with new strategic goals.

Chief Insights Officer | Head of Insights

Dreams, a BNPP company | Stockholm, Sweden | April 2022 - May 2024

As part of the management team, informed and enabled insight-driven decision-making across product, marketing, and growth. Built and led the insights function to connect customer understanding with business strategy.

Lead Mentor

Stockholm Techstars Accelerator | Sweden | Oct 2022 - June 2024

Nominated and selected to contribute to two rounds of accelerator program. Mentored start-ups in market/customer/channel fit and strategic roadmaps.

Insights Lead | Head of User Research

Zettle, a PayPal company | Stockholm, Sweden | June 2018 - March 2022

Led insights during a period of global scaling in fintech. Partnered with product, design, and leadership to embed customer-centric decision-making.

VP Design | Director Design Methods | Sr Design Strategist

Veryday, McKinsey Design | Stockholm, Sweden | Sept 2011 - May 2018

Maintained leadership in design-driven innovation in global accounts.

Earlier Experience

DCA Design International | Independent Consultant | Conifer Research

Design Researcher and Strategist roles (2003–2011) in UK and US, focused on ethnographic research and product strategy.

EDUCATION

Institute of Design, Illinois Institute of Technology

Master of Design, **Product Strategy** August 2002 - May 2005

Utah State University

Cum Laude | May 1999

Bachelor of Arts, **Anthropology**, Ethnographic Studies

Industry Experience

Fintech | Retail Banking | Consumer Goods | Healthcare | Education | Energy | Telecom