Stefania Tardito

Product leader, consultant, educator and builder in Stockholm. More than ten years across e-commerce, subscription, SaaS and B2B, working on product strategy, discovery, experimentation and AI.

Product Leader & Consultant · Stockholm, Sweden

LinkedIn profile (linkedin.com/in/stefaniatardito) productrhythm.studio

How I work

Product strategy

Turn ambiguity into clear direction, test assumptions through discovery and experimentation, and translate strategy into roadmaps teams can act on.

AI in practice

Bring AI into product development and customer experiences, and connect new technology to real business opportunities rather than demos.

Leadership and facilitation

Align business, design and engineering around shared outcomes, and build product capability through coaching and teaching.

Experience

SeventyOne Consulting

Jan 2026 – Present

Product Consultant

Product consulting firm in Stockholm

Current client: Coop Sverige, since Feb 2026

At Coop Sverige I lead a frontend product team in the e-commerce organisation, working with the backend, PIM, app and UX teams.

- Own prioritisation, planning and cross-team alignment for the team
- Strengthened how the team plans and delivers, so customer-facing initiatives ship with less friction

Hyper Island

May 2026 – Present

Industry Leader, Product Management & Data Analytics

Digital school, Stockholm. Contract, alongside consulting

On the Product Management programme I teach product thinking, stakeholder alignment, experimentation, growth and cross-functional ways of working. On the Data Analytics programme I lead a course on data-informed decision-making: turning analysis into a recommendation a business can act on, managing stakeholders through a real engagement, and holding a position under pressure. Students work on live client briefs end to end.

- Rated 4.47/5 as Industry Leader by the PM27 Stockholm cohort (course average: 4.13/5)
- Grounded stakeholder management, DACI, and discovery frameworks in real product contexts
- Coordinated a guest speaker programme with practitioners from Stockholm's product community

Product Heroes

Apr 2026 – Present

Product Instructor, B2B training

Product training for companies

I work with product teams and leadership on how decisions get made in complex environments: framing the problem, challenging assumptions early, and connecting discovery and delivery to business outcomes.

- Problem framing and challenging assumptions before they turn into roadmap items
- Connecting discovery and delivery to business outcomes

Nextory

Aug 2025 – Jan 2026

Senior Product Manager, Acquisition & Conversion

Subscription audiobook & e-book platform

Led acquisition and conversion product at a subscription platform operating across 13 European markets.

- Owned the full funnel from content discovery to trial start
- Built SEO and CRO-driven experimentation practices from the ground up
- Improved conversion across key entry points through cross-market testing

Universum

Sep 2023 – Aug 2025

Senior Product Manager, Digital Growth & Conversion

Employer branding & talent research platform

Took a global employer branding platform from legacy tech to a modern digital stack, end to end.

- Selected and launched a new CMS, analytics setup, and full website
- Designed UX flows and implemented an agentic AI chatbot
- Built and shaped the product team while delivering the launch

Ahlsell

Sep 2021 – Sep 2023

Product Manager, Website & E-commerce

Large-scale B2B e-commerce, digital transformation

Product Manager for the website and e-commerce journeys at one of Sweden's largest B2B e-commerce companies, during a large-scale transformation.

- Improved complex purchasing and account-based digital flows
- Owned the website and e-commerce journeys with design and engineering
- Coached teams toward product-led ways of working in a large-scale transformation

MatHem

Jan 2018 – Sep 2021

Conversion Manager, then Associate Product Manager

E-commerce grocery delivery & subscription

Built the CRO practice from scratch at Sweden's leading grocery delivery platform, then moved into product management.

- Owned CRO strategy, roadmap, and A/B testing end-to-end
- Combined quantitative and qualitative analysis to improve the customer journey
- Led CRO and analytics initiatives and set up the experimentation framework

Nordic Morning

Oct 2015 – Jan 2018

Senior Digital Marketing Consultant

Nordic digital agency

Lead consultant on digital growth for large Nordic brands. Mentored consultants and analysts along the way.

- Lead consultant on digital growth for large Nordic brands
- Mentored consultants and analysts

Community and speaking

PARLA

Since 2026

Co-founder

Co-founded PARLA with Moa Bernhardsson: a nonprofit collective in Stockholm for women who lead product, design and tech work. Small groups, honest conversations, in person only. The first evening is on 19 November 2026.

Data & AI Stockholm

Jun 2025 – Jun 2026

Community Growth & Partnerships Lead, volunteer

Grew one of Stockholm's AI communities by connecting practitioners, technology companies and product leaders around the practical use of AI, through partnerships and events.

TECHARENA

Early 2026

Panel moderator

Moderated the panel "Making AI Work: Technical Implementation for Business Leaders", together with La French Tech Nordics.

Education and training

Stockholm University School of Business 2008 – 2010
MSc, Marketing, Management and Society

University of Turin 2004 – 2008
BA, Communication Science

Product Delight, Maven 2026
Certification

CRISP 2021
Certification, Product Management and Discovery

Squared Online 2016
Certification, Digital Marketing

Berghs School of Communication 2013
Certification, Digital Marketing Management

Languages

Italian (native), English, Swedish