



DAVID JANSEN VAN VUUREN

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Professional Summary

Product leader with 15+ years' experience building and scaling data-driven and machine learning platforms across e-commerce, adtech, and financial systems. Proven track record owning search, recommendation systems, customer data platforms (CDP), and ML infrastructure, delivering measurable impact on revenue, engagement, and platform scalability. Led cross-functional teams across engineering, data science, and commercial functions to translate complex ML capabilities into production-grade products and business outcomes. Currently building an API-first trading signals platform with live subscription monetization.

Core Skills

Product Leadership: Product Strategy, Roadmapping, Product Vision, Stakeholder Alignment, Cross-functional Leadership

Data & ML: Machine Learning Products, MLOps, Experimentation Frameworks, Model Performance Optimization

Platforms: Customer Data Platforms (CDP), Search & Recommendation Systems, Data Infrastructure

Analytics: A/B Testing, Metrics Definition, Data-driven Decision Making, Product Analytics

Technologies: Python, SQL, BigQuery, Elasticsearch, TensorFlow Recommenders, AWS, GCP

AI/LLMs: Semantic Search, Retrieval-Augmented Generation (RAG), Embeddings, LLM Product Strategy

Professional Experience

Irrational Signals (Fintech / ML)

Founder & Principal Product Manager

09/2025 - Current

- Built and launched an API-first ML-driven trading signals platform, scaling from prototype to live subscription product with automated billing
- Designed data pipelines and model-driven signal generation, enabling real-time intraday equity insights
- Developed developer ecosystem including Python SDK and API integrations, improving product accessibility and adoption
- Established product monetization strategy, introducing tiered subscriptions and recurring revenue model

Takealot Group (E-commerce / Data Platform)

Group Product Lead — Customer Data & ML Platforms

05/2024 - 09/2025

- Led end-to-end product strategy for Customer Data Platform (CDP), CRM, fraud, and insights systems across multi-brand ecosystem
- Architected petabyte-scale data platform, improving data availability, governance, and reporting reliability
- Implemented data governance frameworks, increasing data quality and consistency across lifecycle

- Defined scalable analytics architecture, enabling flexible reporting across business units and use cases

Takealot Group

Group Product Lead — AI/ML (Search & Recommendations)

04/2022 - 05/2024

- Defined and executed ML product strategy for search and recommendation systems across multiple platforms
- Led development of multi-intent search framework, increasing customer satisfaction by 20%+
- Optimized recommendation models, increasing product impression share from 5% to 15% (3x growth)
- Built flexible recommendation platform architecture, accelerating experimentation and reducing engineering dependencies

Takealot.com

Product Manager — AI/ML (Search & Recommendations)

07/2020 - 04/2022

- Delivered machine learning product roadmap, improving core product performance metrics
- Defined and tracked North Star metrics, aligning product initiatives with business outcomes
- Partnered with data scientists and ML engineers to productionize models and features

Vicinity Media

Product Lead — AdTech Platform

03/2017 - 06/2020

- Owned AdTech platform strategy, managing audience data, campaign systems, and attribution products
- Built data science function, enabling ML-driven audience targeting and performance optimization
- Developed OOH attribution systems, linking offline exposure to in-store behavior

Cape Value Group

Consulting Manager

01/2008 - 12/2015

- Led data analysis and market modeling initiatives across financial services and public sector
- Delivered business strategy, forecasting, and operational planning solutions
- Managed stakeholder engagement and project delivery across multiple clients

Education

University of Stellenbosch Business School | Cape Town, South Africa

MBA in Business Administration

2013

University of Stellenbosch | Stellenbosch, South Africa

BCom Management Sciences in Commerce

2007