

Anthony Theunissen

Product & Growth Leader

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PROFILE

Product leader with 20+ years' experience building and scaling product organisations across FinTech, Payments and Digital Commerce. I have led product strategy, commercial growth and platform evolution for organisations including Transaction Junction, Clickatell, Vodacom, SnapScan and Ozow, with accountability for customer outcomes, commercial performance and long-term product capability. My career began in Design and User Experience before moving into Product Leadership, so customer experience and commercial outcomes sit in the same conversation. More recently I have been helping Product teams use AI where it genuinely adds value, speeding up customer research, improving discovery and giving teams more time to solve customer problems.

HOW I LEAD

- Define product strategy and portfolio direction balancing customer needs with commercial outcomes.
- Build empowered Product teams where ownership, trust and continuous learning are part of the culture.
- Create simple, scalable ways of working across Product, Engineering, Design and Commercial.
- Keep teams close to customers through continuous discovery, product data and evidence-based decisions.
- Coach Product Managers to think strategically, act commercially and lead with confidence.

CORE EXPERTISE

Product Strategy · Product Growth · Commercial Strategy · Product Portfolio Management · Product Operations · Customer Insights · Product Discovery · Product Analytics · Customer Journey Optimisation · Digital Payments · FinTech · SaaS · Marketplace Platforms · Self-Service Platforms · AI Adoption · Executive Stakeholder Management

SELECTED IMPACT

- **Transaction Junction** – Built the Product function and launched a self-serve reconciliation product within a wider payment ecosystem redesign. After post-launch accuracy issues, led a three week diagnosis-to-fix cycle that restored trust and retained the most affected customer relationships.
- **Kalahari** – Increased checkout conversion from 30% to 60% through design, UX and product work. Team awarded Best Website Usability, eCommerce Awards 2013.
- **Vodacom, Switch On Benefits** – Led the shift to an enterprise SaaS licensing model. Free base grew past 6 million, paying subscribers from 400,000 to 1.2 million, revenue target exceeded by 20%.
- **Clickatell** – Led Touch, a full-stack AI chat commerce platform. MTN became the first South African client to run WhatsApp chat commerce at scale. Launched and later sunset Touch Go after reaching roughly 1,500 SME customers.
- **Zapper** – Passed 1 million transactions across 13 countries, introduced in-app loyalty that remains in use today.
- **Truevo** – Built the Product and Design function, launched Apple Pay and Google Pay, shipped eCommerce plugins and automated merchant sign-up.
- Built Product and Design teams from scratch inside six months at four organisations: Transaction Junction, Truevo, SnapScan and UBU International.

EXPERIENCE

Head of Product

Jan 2024 to present

Transaction Junction

Product across the full merchant and end-user payments value chain, card present and card not present. Built the team, launched self-serve reconciliation, streamlined merchant onboarding, expanded eCommerce, enabled mobile wallet payments in Zambia. Reported to the CPO.

Head of Product (contract)

Aug 2023 to Jan 2024

Ozow

Product strategy and delivery for bank-to-bank payments, card payments, payouts and refunds. Enhanced Ozow.Me with QR, pay-by-link, value-added services and peer-to-peer payments. Reported to the CPO and CEO.

Head of Product

Jul 2022 to Apr 2023

Truevo Payments

Product strategy across card acquiring, virtual POS, gateway, in-app payments, smart POS and card payouts for a PCI-DSS Level 1 acquirer. Reported to the CEO, part of the executive team.

Chief Product Officer

Jun 2021 to Apr 2022

SnapScan

Formulated and led product strategy, built the Product and Design team, led early phases of the SnapStore app. Reported to the CEO, part of Exco.

Head of Product & UX

Aug 2020 to Jan 2021

UBU International

Launched a modular white-label marketplace platform covering self-onboarding, inventory, fulfilment, loyalty, campaigns and a mobile wallet. Reported to the CEO.

Head of Digital Vouchering & Loyalty

Jun 2019 to Jan 2020

Vodacom, Switch On Benefits

Led the vouchering and loyalty platform and its transformation into an enterprise SaaS licensing model. Reported to the executive team.

Director of Products

Jul 2016 to Aug 2019

Clickatell

Led product for the Touch chat commerce platform across global teams, including intent and sentiment recognition, workflow and automation. Reported to the executive team.

Head of Product

Sep 2015 to Jul 2016

Zapper

Global roadmap across 13 countries. Loyalty, vouchers, split payments, merchant analytics and onboarding. Reported to the CEO and founder.

Head of Product & UX

Feb 2014 to Sep 2015

PriceCheck

Re-platformed PriceCheck to mobile-first responsive. Proof of concept with Pargo and SnapScan bringing offline retail into eCommerce. Team won BlackBerry App of the Year.

Head of Design & UX, then Design Team Lead

Dec 2010 to Sep 2014

Kalahari

Led design and UX strategy across the customer journey. Built the visual style guide and UI framework. Led seven designers, two developers and a UX researcher.

Earlier (2000 to 2010): HeathWallace, VeriSign, Thawte, Gill Cory Communications, ForwardSlash, Touch Tone Holdings and Liquid Fire Design, in design and front-end development roles.

EDUCATION AND CERTIFICATION

Diploma, Graphic Design · Cape Peninsula University of Technology, 1997 to 2000

Diploma, Comprehensive Web · City Varsity Cape Town, 2003 to 2004

The Science and Art of Effective Web and Application Design · Human Factors International, 2008

User-Centric Innovation and Strategy · Human Factors International, 2012

Master Class on Mobile UX Design · Naspers Academy, 2014

The Art and Science of Effective Product Management · Deloitte Digital, 2015