



Max Manzini

Vice President of Products | Digital Experience & AI

🕒 SUMMARY

With more than 15 years' experience leading UX and digital products across fintech and enterprise tech, I build platforms used by tens of thousands and help organisations modernise without losing trust.

At Europe's longest-standing wealth institution, founded in 1737, I led the shift from legacy systems to a flexible digital ecosystem across mobile web and data-led services, using AI where it delivers clear value.

I've worked at the board level, led cross-functional teams across Europe and partnered with organisations including the CIA, UBS and Acer to turn complex systems into simple, practical and ethical solutions. I keep things transparent, measurable and kind. **I bring enthusiasm and I bring change.**

🏢 WORK EXPERIENCE



Vice President of Products

2026 – Present

XLINQ — Netherlands, Amsterdam

- Own the product vision and roadmap for XLINQ's software generation platform and for the products built on it, across finance, healthcare and the public sector.
- Lead product and UX across the teams that build the platform, plus the onboarding and training path for the business engineers who work with it.
- Partner with the executive team on strategy, positioning and go-to-market as the product lines grow, such as neo-banks, KYC flows and digital ID wallets.



CPO & Head of UX, Client Digital Experience

2021 – 2026

Van Lanschot Kempen Wealth Management — Netherlands, Amsterdam

- Led the end-to-end digital ecosystem for Europe's longest-standing wealth institution, founded in 1737, defining the technology and **product roadmap across mobile, web, CRM and advisory tools** while managing **30+ specialists** in four cross-functional squads.
- Architected a modular platform that consolidated legacy channels into a scalable ecosystem, **contributing to €180M revenue uplift, 107% AUM growth** and higher daily adoption of digital services.
- Drove AI adoption from experimentation to production, including AI-assisted CRM and agentic workflows, raising **NPS by 2.8 points** and supporting **3 post-acquisition integrations** that helped **win 6 European awards**, including **Best Private Bank in Europe for Digital Innovation**.



Product Manager Mobile, UX Architect

2017 – 2021

Van Lanschot Kempen Wealth Management — Netherlands, Amsterdam

- Owned the development of core **mobile apps for investing, wealth management, authentication, and ID checks** across iOS and Android.
- Managed a dedicated UX team and **shaped the user experience for client portals, advisor tools, and digital services** across the bank.
- Contributed to the bank's **digital transformation strategy** by aligning mobile and UX efforts with long-term business and client goals.

📄 CONTACTS

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💡 CORE COMPETENCIES

AI & Product Leadership

AI strategy, governance, generative AI and agentic product ownership

Architecture & Platforms

Cloud-native APIs, integrations across mobile, web, CRM, data. Build vs buy, vendor governance, post-acquisition integration

Experience & Design

UX and service design for data-rich, human-digital products

Leadership & Delivery

Cross-functional leadership: product, design, engineering, data. Scrum at Scale, OKRs and executive stakeholder management

AI Stack

Models: Claude (primary), GPT-5, Codex, Gemini. Build: Claude Code, Cowork, Agent SDK, Skills, plugins, MCP. Dev and retrieval: Cursor, Copilot, Claude Desktop, RAG, Pinecone, LightRAG

INTERNATIONAL

I have lived and worked in Italy, Switzerland, Germany and the Netherlands, collaborating with clients and teams around the world. My projects have spanned intelligence, cybersecurity, finance and technology. I have worked with organisations such as the CIA, the London and Singapore Police Departments, Acer, EMAR and UBS, helping them turn complex systems into usable, human-centred solutions.

LANGUAGES

Italian — Native speaker

English — Business fluent

Dutch — Beginner

CERTIFICATIONS

AI Product Manager Professional
IBM | Amsterdam, Netherlands

Generative AI Foundation Models
IBM | Amsterdam, Netherlands

Certified Scrum Product Owner (CSPO)
Xebia | Amsterdam, Netherlands

Certified Scrum Master (CSM)
Scrum.org | Frankfurt, Germany

PATENT

Location-oriented team intercommunication
AGT | Frankfurt, Germany

EDUCATION

Bachelor of Arts in Digital Communication and Media
Accademy of Brera | Milan, Italy
Graduated with 110 cum laude for a thesis exploring an artificial life ecosystem powered by evolutionary algorithms.

LINKS

[Microsoft Customer Story](#)



Head of User Experience

2017 – 2018

Van Lanschot Private Bank — Netherlands, Amsterdam

- Led the redesign of the bank's digital services to help it **evolve from a traditional private bank into a modern wealth tech company**, while keeping a personal, human feel.
- Built new **design systems, research processes and ways of working** to improve how teams created and tested digital tools.
- Helped shape the **bank's new brand and online identity**, designing services that combined digital convenience with personal client support.



Digital Strategist & Senior UX Consultant

2015 – 2017

IO - Digital Innovation — Netherlands, Amsterdam

- Designed and launched **Peaks (Rabobank)**, an innovative retail mobile investing app now with **€200M+ AUM** and tens of thousands of recurring users.
- Helped **fintech startups and legacy banks** accelerate product innovation, shaping digital strategies, architecture and team structures to rapidly test and scale new propositions.
- Led the evolution of UX and front-end practices across cross-border programmes, turning complex financial products into simple, engaging experiences for **clients across Germany, Italy, Switzerland, Denmark and the Netherlands**.



Sr. Product Designer / UX Strategist

2014 – 2015

AGT International - Cyber Security — Germany, Frankfurt

- Led a team developing new technology tools for **intelligence and public safety agencies**, working with international partners including the **CIA and law enforcement in London, Singapore and Abu Dhabi**.
- Created **machine-learning digital tools** for facial recognition, surveillance and unusual behaviour detection, ensuring they were easy to understand and use in the field.
- Filed a **patent for a location-based coordination tool for field teams**, and guided several software projects from idea to working product while meeting strict privacy and security standards.



Product Designer / Lead UX

2009 – 2014

BOARD International - BI & CPM — Switzerland, Lugano

- Led product design, marketing and client setup for a business planning platform, working with major companies like **Acer, EMAR and UBS across Europe, the Middle East and Asia**.
- Created custom user experiences to support finance, planning and operations teams in large organisations, ensuring the tools were practical and easy to use.
- Worked closely with engineers to speed up development using prototypes and user testing, while helping clients adopt and customise the platform to fit their needs.



AWARDS & RECOGNITION

PWM Wealth Management Awards 2026 — Three European titles plus two commendations: Best Digital Private Bank in the Netherlands, Best Private Bank for Digital Innovation in Europe and Best Private Bank for Culture and Vision in Europe. Highly Commended for Use of AI and for Digitally Empowering Relationship Managers.

Financial Times European Wealth Tech Awards 2025 — A hat-trick for Van Lanschot Kempen: Best Private Bank in Europe for Big Data Analytics and AI, for Digitally Empowering Relationship Managers and for Culture and Vision. Honourable mention for Best Digital Private Bank in Europe.