Kevin Hu-Thrams

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Originally born & raised in Germany, I moved to the Bay Area in 2017 to learn and build alongside the best. Across 13 years of work, I held PM + GTM roles in startups, was previously a founder and worked in consulting. Currently exploring new technologies and business ideas in AI.

EXPERIENCE

Stealth Startup

Product Manager → Product Builder 01/2026 – Present

- Conducting expert interviews + agent-driven market research across multiple industries to evaluate startup opportunities
- Graduated from standard vibe coding tools to using Claude Code, leveraging CLIs, MCPs, skills and a custom-built memory system to continuously improve outputs
- Shipping full-stack web applications across Next.js, Vite, React, Supabase and more. Built numerous projects incl. RAG chatbot, agent-powered CRM tool, various consumer apps

OnePay — B2C Neobank

Product Manager 2023 – 2025

- Launched 3 credit products from 0 to 1: credit builder loan, credit monitoring and secured credit card, grew to cumulative 2M+ users within first year
- Navigated complex integration of several outdated APIs, e.g. from credit bureaus or core banking platforms, resulting in intuitive product requirements and UX
- Managed strategic enterprise partnership with Walmart. Built APIs for OnePay product integration into the Walmart ecosystem
- Established excellent working relationships with high performing teams across design, engineering, QA, research, marketing, analytics, ops, legal, compliance and security

Lore — B2C Web3 Fintech

Product Manager 2021 – 2023

- Led company pivot from Twitter-like feed for crypto wallets to group ownership platform, allowing web3 communities to buy & sell crypto in a shared wallet
- Launched industry-first features like fundraising with both crypto and NFT contributions, cap table management, fund valuation, equity issuance, payouts
- Drove launch and ongoing growth campaigns leveraging crypto-native growth channels like Discord, Crypto Twitter, partnerships and in-person & virtual community events

Nova Credit — B2B Fintech API, B2C Credit Marketplace

Product Manager 2020 – 2021

- Led B2C business unit, ran product development and GTM, drove 25% of all revenue
- 0→1 launched Ellis, a Credit Karma-style marketplace for US immigrants to leverage international credit history to get US credit
- Finalist in FastCo's "World Changing Ideas" Awards

Marketing Lead 2017 – 2020

- Company's first marketing hire; built B2C and B2B marketing functions from scratch
- Hired & led a marketing team of contractors, agencies, interns and full-time employees
- Owned six-figure marketing budget; scaled organic search traffic from 5K to 100K users/month across SEO, SEM, paid social, events, partnerships and referral programs

Way2Go — B2C Travel Services

Co-Founder 2011 – 2014

- Built a B2C travel services start-up tailored to the exchange student community during undergraduate studies, organizing trips to major travel destinations across Europe
- Achieved six figure ARR + profitability, hired & managed a team of 7
- First taste of start-up life, it was really fun

EARLY CAREER

Founders.as (Growth Marketer) · **bmetric** (Product Manager) · **Strategy&** (Strategy Consulting Intern) · **PricewaterhouseCoopers** (Financial Services Consulting Intern) · **dgroup** (eCommerce Consulting Intern) · **UniPartners Consulting** (Project Manager)

EDUCATION

Reforge · San Francisco, CA
Advanced Growth Series + Growth Series

Copenhagen Business School · Denmark
M.Sc. Finance & Strategic Management

Maastricht University · Netherlands
B.Sc. International Business, Major Finance

LANGUAGES

German (Bilingual) · English (Bilingual) · French (Elementary)

SKILLS

0→1 Product Launches · AI-Assisted Development · AI-Assisted Research · API Product Management · Enterprise Integrations · B2C · User Interviews · GTM Strategy · Fintech & Credit Products

INTERESTS

AI · Startups · Mentoring · Fiction Books · Soccer · Golf · Snowboarding · Basketball · Football · Running · Fantasy Sports