

ALEN DAMADZIC

Proven Product Manager with over a decade industry experience in driving and delivering award-winning, customer-centric products, leveraging AI to deliver scalable solutions to real world problems.

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EXPERIENCE

Senior Product Manager

Adarga

📅 11/2019 📍 Remote (London/Bristol)

Adarga is an Enterprise Knowledge Platform leveraging cutting edge AI and combining it with a knowledge graph to deliver deep and critical insights for intelligence analysts and information professionals.

Responsibilities

- Report directly to the VP of Product as a key stakeholder in the decisions, strategic direction and alignment of the product portfolio.
- Own the roadmap for core platform features, ensuring alignment with business goals and customer needs.
- Collaborate cross-functionally with engineering, design, and customer success teams to drive product delivery and adoption.
- Fulfill the Product Owner role in agile development teams.
- Capture diverse requirements from external stakeholders and product advocates to influence roadmap decisions.
- Advocate for product discovery approaches, leveraging experimentation, user research and data insights to prioritize features and improvements.
- Engage in user research to promote data-driven and evidence based decision making.

Strategic Initiatives

- Launched a mobile app to increase company exposure and drive interest in the business which achieved a 91% conversion rate from downloads to account creation, 75% WAU, and over 5 minutes average engagement per session.
- Refactored the data ingestion pipeline using LLMs from OpenAI & Anthropic leading to increased speed and quality of entity extraction whilst reducing costs by ~70%.

Achievements

- Mobile app featured on The Verge.
- Mobile app reaching #57 in the Apple App Store's News category.
- Contributed to Adarga securing the 14th position in Deloitte's UK Tech Fast 50 2023.

Head of Product

Titania

📅 10/2018 - 11/2019 📍 Worcester, United Kingdom

Titania is a world-leader in security analysis for network devices, helping CISOs and Network Managers build configuration confidence in their security posture.

- Led transformation towards a product-led growth (PLG) model, promoting customer self-service through objective based onboarding and product-first strategies. This change overachieved in it's target to increase trial conversion by 40%.
- Spearheaded a product and market shift to a full SaaS offering of the product portfolio, reducing churn by over 70% and opening the door to more commercial markets lead by enterprise-ready functionality like SSO.
- Developed impactful user outcome based strategies through direct end-user collaboration, addressing pain points and aligning roadmaps with precise needs.

Head of Engineering

Titania

📅 08/2017 - 10/2018 📍 Worcester, United Kingdom

- Directly managed 5+ senior engineers and 2+ engineering managers promoting a coaching style of mentorship maintaining a high level of employee retention and satisfaction.
- Optimized productivity across teams of 20+ developers through strategic structural changes and resource allocation.
- Enhanced coding standards and product quality, contributing to award-winning results.
- Fostered innovation and collaboration across teams, aligning technical advancements with business objectives.
- Lead change management across a large technical shift from C++ to more modern languages like JavaScript, Python and Rust.

Team Lead / Senior Software Engineer / Agile Coach

Titania

📅 2014 - 08/2017 📍 Worcester, United Kingdom

- Drove product development lifecycles with a focus on measurable enhancements informed by extensive feedback.
- Implemented Agile processes, advanced resource allocation, and led integration of high impact roadmap items.
- Overhauled and maintained the tool set, including Jira, Confluence & Bitbucket.

EXPERIENCE

Software Engineer

Titania

📅 2010 - 2014 📍 Worcester, United Kingdom

- Rebuilt the company website using Drupal CMS increasing site engagement by 300%.
- Maintained and developed software tools for security analysts using C++, Qt, XML & CMake on all platforms.
- Developed an in-house License Management service with React & Typescript.

CERTIFICATIONS

AI for Product Management

Pendo.io 2023

AI Product Manager Nanodegree Program

Udacity 2021

Product Focus Certified Product Manager

Product Focus 2019

Management & Leadership Coaching

Zentano 2017

EDUCATION

Bachelor’s Degree in Computer Science & Management Studies

University of Nottingham

📅 2007 - 2010

- Object-orientated programming
- C/C++, Java, Python, Objective-C
- Web fundamentals including JavaScript
- Networking & Security essentials
- Business & Entrepreneurship fundamentals

A-Level & GCSE

RGS Worcester

📅 2000 - 2007

- A-Level: ICT (A), Art (A), Maths (B)
- GCSE: A*, A, 7 Bs, C

SKILLS

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|------------------------------|---------------------|-----------------------|-----------------------|------------------------|
| Servant Leadership | Communication | Story Telling | Peer Coaching | Stakeholder Management |
| Empathy | Product Discovery | Iterative Development | Strategic Roadmapping | |
| Data-drive Decision Making | User-Centric Design | AI | ML | NLP |
| | | | | LLMs |
| Product Lifecycle Management | Journey Mapping | | | |

DEVELOPMENT SKILLS

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|------------|------------|-------|--------|----------|--------|----------|
| Javascript | Typescript | React | NextJS | Postgres | Vercel | Supabase |
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REFERENCES

Available on Request