

Experience

May. 2023 – Present

📌 **Director of Product**, Referrizer

- Led the product department, overseeing strategy, vision, and execution for a product portfolio generating millions in annual revenue, identifying market opportunities and setting clear priorities.
- Established scalable, repeatable processes prioritizing data-driven decision-making, including a robust product development lifecycle, enhancing operational excellence.
- Launched AI-powered features, significantly improving user experience and differentiating Referrizer in the market, while mentoring and developing the product team to innovate and collaborate cross-departmentally.

Apr. 2021 – May. 2023

📌 **Sr. Product Manager**, Microsoft

- Led the roadmap and execution of regular maintenance for Synapse Analytics SQL environments, aligning stakeholder expectations and prioritizing the backlog based on business value.
- Drove UX research and customer validation, conducting interviews, testing hypotheses, and refining product decisions to enhance user experience.
- Orchestrated cross-functional collaboration across multiple Microsoft teams to design an API that streamlined server provisioning for Synapse Analytics customers.
- Played a critical role in incident management, engaging directly with customers, providing root cause analyses (RCAs), and driving resolutions.
- Championed Agile transformation, training a team in Agile principles and implementing a new workflow that increased productivity and provided leadership with clearer visibility into delivered value.

Dec. 2016 – Mar. 2021

📌 **Sr. Solution Architect**, Nutanix

- Designed and led solution implementations for enterprise clients, working with engineering to validate approaches and ensure seamless execution. Played a key role in incident management, resolving critical issues, conducting RCAs, and maintaining strong customer relationships.
- Enabled field teams and partners to sell Xi Frame in Europe, providing technical guidance, sales enablement, and competitive insights. Conducted market analysis, tracking industry trends to refine product positioning and influence roadmap decisions.
- Facilitated post-acquisition integration, aligning product strategy, streamlining workflows, and ensuring operational continuity. Worked cross-functionally to bridge organizational processes and support go-to-market efforts.

Experience (continued)

Dec. 2014 – Nov. 2016

■ **Product Manager**, Humanity.com

- Defined and prioritized the product backlog, translating business needs into clear requirements and detailed specifications to guide development.
- Led the Agile Scrum team, driving sprint planning, backlog grooming, and iterative delivery to maximize product impact.
- Conducted continuous customer research, gathering feedback, analyzing usage data, and managing stakeholder expectations to ensure product-market fit.
- Aligned cross-functional teams, collaborating with engineering, design, and go-to-market teams to deliver high-value features.
- Developed and communicated product strategy, balancing short-term execution with long-term vision to drive business outcomes.

Miscellaneous Experience

Software engineering

Aug. 2013 – Oct. 2014

■ **Software engineer** Gecko solutions

Jul. 2012 – Feb. 2013

■ **Software engineer** Good World Games

May. 2010 – Aug. 2011

■ **Software engineer** CPCS Transcom Ltd. through the University of Toronto

Other

Oct. 2014 – Jul. 2016

■ **Mentor & course writer**, Thinkful

Oct. 2014 – Mar. 2015

■ **Technical Reviewer, Packt Publishing**, Couchbase Essentials (book)

Sep. 2009 – June. 2012

■ **Teaching Assistant**, University of Toronto

Education & Certifications

2015

■ **Certified Product Owner**, Scrum Alliance

2007 – 2012

■ **B.Sc. University of Toronto**, Computer Science

Skills

Leadership

■ Mentoring • public speaking • problem solving • networking • expectation management • outcome-driven execution • motivating teams • strategy • influence without authority

Languages

■ English (*native*) • Serbian (*native*) • French (*A2*)

Coding

■ Python • SQL • Git and other version control • Javascript • GNU/Linux • Security • Algorithm design • Web frameworks • API design

Tools

■ JIRA & other task managers • BI (PowerBI, etc.) • ERP • word processors • spreadsheets • data warehousing

Misc.

■ Quick learner • creativity • organized (I like GTD) • team player • communicative • resilient under pressure • automating things that have no right to be automated