

# Aleksandar Mićović

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## Experience

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May. 2023 – Present

### 📌 Director of Product, Referrizer

— I currently lead the product department, and oversee the strategy, vision, and execution for a product portfolio generating millions in annual revenue. This involves identifying market opportunities, setting clear priorities, and driving the successful development and launch of features. Most recently, this included AI-powered features that have significantly improved user experience and differentiated Referrizer in our market.

— I have established scalable, and repeatable processes that prioritize data-driven decision-making, including a new robust product development lifecycle. In addition to operational excellence, I take an active role in mentoring and developing my product team, equipping them with the skills and mindset necessary to innovate, collaborate cross-departmentally, and deliver impactful results.

Apr. 2021 – May. 2023

### 📌 Sr. Product Manager, Microsoft

— Developed and executed a roadmap for the regular maintenance of Synapse Analytics SQL environments. I managed stakeholder expectations and prioritized the backlog according to business value. I conducted UX research, customer interviews, and validated hypotheses.

— Coordinated many teams across Microsoft, and led the design of an API that integrated multiple services, and gave a simplified approach of provisioning servers to customers managing their Synapse Analytics deployments.

— Played key roles in incidence management, speaking with customers and providing RCAs. Trained a team in Agile principles, creating a new workflow that increased productivity and gave leadership insight into the value being delivered.

Dec. 2016 – Mar. 2021

### 📌 Sr. Solution Architect, Nutanix

— Designed and oversaw solution implementations for enterprise clients. I worked closely with engineering to see these approaches validated. I also played key roles in incidence management, diffusing tense situations and reviewing RCAs with customers.

— I enabled the field and channel partners to sell Xi Frame in Europe. I also followed the industry by regularly analyzing new competitor features and strategies. In addition to this, I worked with product teams to translate ideas into feature specifications.

— After being acquired, I facilitated the smooth integration of our product into a larger catalog by helping align strategies, collaborating with new corporate teams, and ensuring operational continuity.

## Experience (continued)

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- Dec. 2014 – Nov. 2016    **Product Manager**, Humanity.com
- I managed and prioritized the product backlog, and provided specifications for new features being built.
  - As a product owner, I led the team working from this prioritized backlog using an Agile Scrum framework.
  - I regularly sought customer feedback and managed their expectations, making sure that we were building the right thing.

## Miscellaneous Experience

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### 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

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- 2015    **Certified Product Owner**, Scrum Alliance
- 2007 – 2012    **B.Sc. University of Toronto**, Computer Science

## Skills

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- 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 • word processors • spreadsheets • data warehouses • Emacs**
- Misc.    **Quick learner • creativity • organized (I like GTD) • team player • communicative • resilient under pressure • automating things that have no right to be automated**