

Olga Springer

Head of Product at SentiOne

Summary

Product Manager, experienced in the IT, digital products and innovation area.

Main professional goal: helping companies grow.

Specialisation: product management, product development, project management, Agile/Scrum, startups, business analysis, product analytics, web applications.

Experience

Head of Product at SentiOne

styczeń 2018 - Present

SentiOne is a big data company who helps organizations

- getting the right picture of what target groups are saying online (analytics),
- and achieving a stronger engagement with the market through online discussions (webcare).

We track global and local brands and measure consumer opinions and activities in social media and online platforms. With our smart tools our clients gain stronger insights and analytics that will help them make better decisions.

POWERFUL and EASY:

We believe that the key to success for a tool is a golden combination of ease of use and powerful data. Our tools are a joy to work with while still giving the very best results.

With SentiOne you can listen to microblogs, blogs, internet forums, portals, review sites and social networks in over 23 European languages. All our languages are supported by native speaking analysts. We do all data harvesting ourselves, store it on our own servers where we unleash our own self learning algorithms on it. With this data we can offer you a wide range of options, such as buzz, automatic sentiment and gender analysis, real time engagement, reach, advanced queries, cooperation options for teams, reporting and much more.

Today, SentiOne is listening online in 26 European countries.

We work with over 500 large and medium companies among them Huawei, Procter & Gamble, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi & Saatchi and Ogilvy and Mather.

Co-Founder at Product Vision

kwiecień 2015 - Present

www.productvision.pl is portal about agile product management and development.

Product Manager at SentiOne

październik 2016 - grudzień 2017 (1 rok 3 mies.)

Product Manager at AirHelp

październik 2015 - wrzesień 2016 (1 rok)

Product Owner, working close with Scrum team. Analysing data, raising hypothesis and running experiments. Responsible for defining KPIs, execution of Product Roadmap and stakeholders management.

Here's a little more information about AirHelp:

FOX News

<https://vimeo.com/88722509>

Tech Crunch Disrupt

<http://techcrunch.com/2014/05/06/with-airhelp-claim-money-for-messed-up-flights/>

Project Coordinator at Asseco Poland

październik 2014 - wrzesień 2015 (1 rok)

Member of the Marketing Department.

- defining budget of the student programme, following a plan, reporting;
- working on preparations of marketing products in cooperation with Marketing Specialists (graphics, websites, movie);
- analysis of current informatics tool used by student partners, improving them in cooperation with external supplier (business analysis + project management);
- building a team, managing work of 13 student partners;
- creating new relationships with student organizations - whilst maintaining existing ones.

President at KN Zarządzanie IT

luty 2014 - luty 2015 (1 rok 1 miesiąc)

February 2013- February 2014 - Vicepresident

February 2012- February 2013 - Team member

- creating plan for the organization, defining strategy launching new projects – IT Day, Internship - program, Conference of Software Engineering;
- working on new products – with subordinate groups (IT, HR, PR);
- leading group of 25 people, working with 5 project coordinators;
- work with potential business partners in order to increase the expansion;

- project manager of IT Day, organized during the festival of entrepreneurship BOSS
www.trojmiasto.festiwalboss.pl;
- member of Project Board as an Executive, responsibility for business case of the project
“Internship program”, project performed with Prince2 standard.

IT Project Manager at AirHelp

październik 2013 - październik 2014 (1 rok 1 miesiąc)

- developing project management methods and tools;
- working with IT team as a Scrum Master;
- managing design and implementation projects;
- managing integration of the Payoneer (payment application) with Airhelp`s applications and tools;
- managing task boards of the IT team and working with Product Managers on Product Backlog;
- being part of the Product Management team, working on defining new features;
- working with stakeholders, collecting requirements and reporting on progress;
- responsibility for launching a new tool that helps with website translations.

Intern, Network Maintenance Department at EmiTel

lipiec 2013 - lipiec 2013 (1 miesiąc)

Education

Gdańsk University of Technology

Doctor of Philosophy - PhD, IT Product management, 2017 - 2021

Gdańsk University of Technology

Master of Science in Engineering, Informatics, 2015 - 2016

Gdańsk University of Technology

Inżynier (Inż.), Electronics and telecommunication, 2011 - 2015

Activities and Societies: KN Zarządzanie IT

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[Contact Olga on LinkedIn](#)