

# 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.

## Contact

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## Experience

### Product Lead • Bubble

04/2025 - Current • Remote

Bubble is a leading Project and Portfolio Management (PPM) software provider with 25 years of industry experience, helping organisations select the right projects, execute them reliably, and continuously increase productivity through their intuitive SaaS platform serving a global client base across multiple verticals.

#### Responsibilities

- Lead product discovery and strategic planning initiatives to align platform capabilities with market demands and customer needs.
- Drive cross-functional collaboration between Product, Engineering and Customer Success teams to enhance product delivery and user experience.
- Own the ideation and prioritisation process, leveraging customer insights and market research to inform roadmap decisions using impact vs. effort evaluation frameworks.
- Establish and maintain product principles focused on flexibility, configurability, and user-centric design to guide product development decisions.
- Engage directly with customers and stakeholders to validate product concepts and gather evidence-based feedback for feature prioritisation.

### Senior Product Manager • Adarga

11/2019 - 03/2025 • 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.
- Fulfil 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 prioritise 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, UK

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, UK

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

- Directly managed 5+ senior engineers and 2+ engineering managers promoting a coaching style of mentorship maintaining a high level of employee retention and satisfaction.
- Optimised 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, UK

- 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.

## Software Engineer • Titania

2010 - 2014 • Worcester, UK

- 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.

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## 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

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## Education

### BsC 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

*Royal Grammar School Worcester • 2000-2007*

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

- 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

- Javascript
  - Typescript
  - React
  - NextJS
  - Postgres
  - Vercel
  - Supabase
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## References

*Available on Request*