

# Alen Damadzic

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Product leader with over a decade of experience specialising in enterprise B2B SaaS, with a rare combination of hands-on engineering background and strategic product ownership. Passionate about discovery-led development, AI-powered product innovation, and building the processes that help teams ship work that truly matters to customers.

## Experience

### Product Lead • Bubble

04/2025 - Current • Remote

Bubble is a leading Project and Portfolio Management (PPM) SaaS platform with 25 years of industry experience, serving a global client base across multiple verticals.

Joined as the first dedicated product hire to drive a discovery-led transformation of the platform strategy, establishing the product principles and roadmap process from the ground up.

#### Responsibilities

- Led the end-to-end delivery of a major platform overhaul across the full customer base, migrating to a modern technology stack and redesigned user experience incorporating contemporary project management methodologies. The staged rollout reduced onboarding time by 20% and customer support demand by 70%, and was received to widespread positive customer feedback.
- Introduced a transparent, impact-led prioritisation framework that replaced siloed, waterfall-style decision-making with cross-business visibility, accelerating time-to-market by reducing handoff bottlenecks across product, engineering and stakeholder teams.
- Lead product discovery and strategic planning initiatives, leveraging direct customer research and stakeholder engagement to align platform capabilities with enterprise market demands and build an evidence-based roadmap that reflects real customer needs.
- Establish and maintain product principles centred on flexibility, configurability and user-centric design, creating a shared foundation for scalable product decision-making.
- Identified and delivered a suite of enterprise tooling integrations addressing the workflows of 80% of the customer base, meaningfully expanding the platform's value proposition for existing and prospective customers.

### 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*

- 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.

## 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

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

*Available on Request*