

Reference Letter

Dominik Maslanka

Product Owner myWorld.com e-commerce platform administration and seller platform

To Whome It May Concern,

It was a great pleasure for me to work together with Dominik the last one and a half years. He always delivered his task on time and with great quality. Helping the company a lot, he challenged requirements and also considered the unobvious in order to also give valuable feedback to the business stakeholders. His affinity to technology made him the perfect fit for this position to drive the Administration backend and the Seller Platform of Dodax.com. The team enjoyed working together with Dominik who excelled in his leadership skills and was able to communicate the vision well to keep a motivated team. As a mentor he also helped other product owners to evolve in their skills and also took for some teams the role of a Scrum Master.

Among his key duties he followed with great passion and details are:

- Provide backlog management, sprint planning, and elaboration of the user stories
- Prioritize the product backlog and development for the products based on OKR's
- Use multiple Product tools (e.g. Jira, Adobe Stack, Google Analytics), and assess value, develop cases, and prioritize stories, epics, and themes to ensure work focuses on those with maximum value that are aligned with product strategy
- Lead the planning product release plans and set the expectation for delivery of new functionalities
- Provide an active role in mitigating impediments impacting successful team completion of Release/Sprint Goals
- Research and analyze market, the users, and the roadmap for the product
- Follow our competitors and the industry
- Keep abreast with Agile/Scrum best practices and new trends
- Support DevOps culture

He was always eager to constantly learn and improve and also reached out for getting honest feedback to evolve. He has great knowledge and also knows how to not only stay on a conceptional level, but also execute to deliver the product. His confident appearance and proactive manner are an important skill for his professional communication with the stakeholders. In stressful situation he always kept calm and friendly as well as the team motivated.

Vienna, den 30.11.2020



myWorld.com
Chief Product Officer