



# Dominik Maslanka

Product Manager  Uniting Technology  
with Market Demands & Customer Experience.

Valid B work permit (EU Citizen)

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Erlenmattstr. 81

## Experience



### Tech Product Manager - Magnolia International

December 2021 - Present (2,5 year)

Managing the strategy, maintenance & development of the Magnolia Digital Experience Platform (DXP) Core Tech Components - UI Framework (Vaadin 8) and Content Store (JCR & PostgreSQL).

- Successfully conducted product discovery, analysis and strategy to **position** Magnolia as a **leading vendor** in **content-driven composable commerce**, identifying key regional differences, target markets, product gaps, and opportunities for growth which later resulted as series of commerce usability improvements and increased sales in commerce sector
- **Led** software licensing **negotiations** with external suppliers, establishing **favorable** terms and enhancing product offerings.
- Successfully leading to the improvements e.g: **decoupling** monolith to Service Oriented Architecture for ContentStore API's. Optimizing core DXP functionalities e.g, Import/Export content, i18n, Personalization & the content versioning which resulted in **increased satisfaction** through users
- Part of my daily business responsibilities includes stakeholder management and close collaboration with Sales and Digital Marketing teams in **EMEA, US and APAC regions**.

### Product Lead - TransactionLink.io

July 2021 - December 2021 (6 months)

Responsible for the discovery of the **product market fit** for **Fintech Marketplace**.

- In 3 months we cover full Polish open banking **coverage for AISPs**, Integrate multiple apps I.e. identity verification service, verification transfers and fraud detection which allow us to set base offer for the partners..

### Product Owner - Cobiro

January 2021 - July 2021 (7 months)

Responsible for payment system including integrations with Adyen, ChargeBee and **E-commerce web app based on JamStack**.

- After 3 months we build fully workable solution as MVP that allow Merchant to create a shop, sell products and Integrate it with PayPal wallet and other systems like Facebook Shops or via API2Cart - with WooCommerce, PrestaShop, Magento or Shopify

### Product Owner - Dodax/Myworld.com

December 2018 - December 2020 (2 year)

Responsible for managing the strategy and development of a backstage e-commerce management system for 12 brand new e-commerce stores in Europe (MyWorld) and 12 Dodax stores, inc. Japan, USA, and Canada (CMS, Configuration & Content mgmt systems, Customer Service tools)

- Development and roll-out of the CMS that supports the e-commerce platform and GDPR compliant anonymization system
- Building **generic components architecture** in compliance with information architecture modeling and best UX patterns
- Implementation of Objective and Key results framework
- **Reducing cost per ticket for Customer Service by over 20%**

## About me



Dedicated product manager with **7+** years of experience in the industry. Resourceful and works well under pressure. A motivational leader with a proven ability to help employees stay on task and happy. Successful in meeting deadlines.

My top Gallup's Clifton Strengths are: Input, Individualisation, Learner, Restorative & Responsibility.

## Education



Studied Computer Science

WIT Warsaw school of Information Technology - 2017-2020

### Msc in Sociology

University of Warsaw, Institute of Sociology - 2012-2017

### Social Entrepreneurship

Via University College Denmark - 2014-2015

## Certifications



### Lean Product Manager

Itamar Gilad

Feb 2024

### PeopleCert DevOps

PeopleCert (ID: GR680000591DM)

Oct 2020

### ITIL Foundation v4

PeopleCert (ID: GR671188108DM)

Sept 2020

### Design Thinking

SHOPA - Design & Strategy

Sept 2019

### Prince2

InProgress (ID: GR633111177DM)

Aug 2018