Sofija Hotomski

Product Manager

Results-driven professional with a robust technical background, dedicated to creating and delivering innovative products that exceed customer expectations and drive business growth. A collaborative and outgoing team player who thrives in dynamic environments, working with diverse teams to build and launch impactful products. Work permit: C Permit (Niederlassungsbewilligung)

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EDUCATION

PhD in Computer Science
University of Zurich, Zurich, Switzerland
04/2015 - 03/2019 *Grade: summa cum laude*

MSc in Electrical and Computer Engineering
Faculty of Technical Sciences, University of Novi Sad, Serbia
10/2010 - 12/2011 *Grade average: 10/10*

BSc in Electrical and Computer Engineering
Faculty of Technical Sciences, University of Novi Sad, Serbia
10/2006 - 09/2010 *Grade average: 8.4/10*

WORK EXPERIENCE

Global Product Manager
Siemens AG
01/2022 - 06/2025 *Zug, Switzerland*
Achievements/Tasks

- Spearheaded the digital transformation of Siemens' traditional fire safety management system into a SaaS cloud solution, including web and mobile applications for managing fire safety sites.
- Led product presentations and strategic discussions with C-level stakeholders across global markets to position Siemens' cloud-based fire safety solution.
- Spearheaded the transformation of a traditional system into a scalable SaaS platform, resulting in 35% global adoption and 80% replacement in the Netherlands.
- Increased revenue by 45% through targeted feature delivery, pricing strategies, and customer engagement initiatives.
- Established new collaboration frameworks between UX, technical teams, and customers to ensure delivery of impactful, user-centered solutions.
- Conducted comprehensive competitor analysis and worked with sales, marketing, and UX teams to align product vision with market demands.

💼 WORK EXPERIENCE

Senior Requirements Engineer/Project Lead
ASMIQ AG (Swiss Post)

05/2019 - 07/2021   *Zurich, Switzerland*

Achievements/Tasks

- Acted as primary interface between technical teams and executive stakeholders, providing roadmap updates, product walkthroughs, and risk briefings.
- Gathered and formalized product requirements through structured interviews and workshops with clients, ensuring alignment with strategic goals.
- Managed a remote team of six developers to deliver CRM and e-commerce platforms tailored for European markets.
- Regularly facilitated product demo sessions and technical overviews for business leaders and internal decision-makers.

Researcher and Teaching Assistant
University of Zurich

04/2015 - 05/2019   *Zurich, Switzerland*

Achievements/Tasks

- Conducted research in requirements engineering, developing and evaluating a novel AI (NLP-based) approach to align requirements and acceptance tests as they evolve.
- Led collaboration with 15 global companies to gather requirements, validate conceptual solutions, collect feedback, and assess the real-world performance of the web-based application.
- Published six research papers in peer-reviewed international conferences and journals presenting each to large, diverse audiences of experts and practitioners from around the world.
- Designed and organized university courses in Requirements Engineering and Software Engineering, and supervised both individual and team student projects.

SCADA Project Lead
Schneider Electric DMS

02/2012 - 03/2015   *Novi Sad, Serbia*

Achievements/Tasks

- Served as a customer-facing technical lead, presenting real-time enterprise SCADA/DMS solutions to utilities across the world.
- Traveled internationally to engage with key stakeholders and customers, presenting state-of-the-art solutions, eliciting requirements for customizations, and building strong, trustful relationships.
- Translated high-level business goals into actionable product requirements, collaborating with cross-functional teams to prioritize features and deliver tailored solutions to customers.

Software Engineer
DMS Group (Siemens)

10/2009 - 02/2012   *Novi Sad, Serbia*

Achievements/Tasks

- Implemented stored procedures, business logic and presentation layer for large-scale SCADA/DMS applications. Technologies used: PL/SQL, SQL, C# .Net, Java, Oracle DBMS.

🗣 LANGUAGES

Serbian
Native or Bilingual Proficiency

English
Full Professional Proficiency

German
Professional Working Proficiency