

# Miso Milicevic

Lead Product Manager | Communication systems engineer

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## MAIN SKILLS

- Knowledgeable across multiple functional areas such as product management, engineering, User Experience (Ux), User interface (UI), User research and growth hacking with the entrepreneurship spirit.
- End-to-end product management in software/web technologies.
- Experienced leader of customer workshops / ideation processes on early design phases.
- Ability to think strategically, manage by influence and craft a compelling product vision/roadmap.
- Rapid Prototyping with a lot of tools but the pen and paper, my favorites ☺
- Get stuff done attitude, positive, analytical thinker, and thrive in a fast paced environment.

## WORK EXPERIENCE

<b>SecuTix SA</b> - Cloud based ticketing product used by 140 major institutions across Europe. Lead Product Manager, Museum, Sport & Product leadership	2016 - Present
<b>SecuTix SA</b> Product Manager, Museum, digital marketing campaigns	2013 – 2016
<b>SecuTix SA</b> Project Manager, early release adoption projects & digital marketing consultancy	2010 – 2013
<b>ELCA</b> – the independent Swiss IT company Software Developer, Ticketing, CRM, Business Intelligence	2007 – 2010
<b>In-and-win.com</b> – iBeacon & retail industry to increase in-store traffic Product advisor, Data analytics and end-user recommendation strategy	6 months in 2014
<b>NexPC</b> - Co-founder, Innovative IT services for B2C, B2B and B2B2C	2006 – aug. 2007

## ACCOMPLISHMENTS

- Currently building features to support the penetration in the UK sport industry, **trigger of the first Premier league's club signature**.
- Enabled the digital transformation of Museums by leading the design, development and adoption of features leveraging omnichannel sales.
- Designed and launched "SecuTix Audience Management", digital marketing campaigns with a focus on ROI measurements capabilities, **generator of 1.2 M€ additional revenue** for customers last year.
- Conceived and launched the B2B hospitality sales automation processes for a major European soccer competition.
- Successfully managed 5 customer projects with budgets from 300k€ to 2mio€ with a timeline between 1 and 2 years.
- Crafted the analytics dashboard for retailers and build a recommendation engine prototype to push deals to users for In-and-win.com.

## LEADERSHIP

- Lead a team of 5 local and off-shore product managers.
- Lead the product enhancement processes to identify the right features enabling company growth.
- Driving product developments with locals and off-shores engineers with agile teams sized from 6 to 10 members.

## LANGUAGES

- English (Fluent)
- French (Native)
- Serbian-Croatian (Fluent)
- German (Basic)

## EDUCATION

**HEIG-VD**  
HES Degree (BSc+) - Communication systems engineering  
Minor: networks and services.  
Diploma thesis @ **Nagravision**: build a software for generation and edition of « MPEG-2/DVB Video Streams »

### Udacity

Product design / Rapid prototyping  
Monetization / Marketing and distribution planning

**UNIL/EPFL** | Marketing services post-grade

**ETML** | CFC federal certificate in electronics

## HOBBIES AND INTERESTS

Soccer • squash • cooking • astronomy • antique electronics • producthunter • cinema • basic iOS game dev