



Miso Milicevic

Software engineer | Lead Product Manager

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<https://leftyrugiero.github.io/>

Swiss - 40

MAIN SKILLS

- Knowledgeable across multiple functional areas such as product management, engineering, UX/UI, data analytics, user research and love learning new things.
- Experienced "0-to-1" Product manager working in agile workstreams with distributed teams.
- Ability to think strategically, manage by influence and craft a compelling product vision/roadmap.
- End-to-end product management in SaaS /web tech. and mobile.
- Experienced coach and workshops leader / ideation processes on early design phases.
- Rapid Prototyping with tools such as Axure, Figma but pen and paper are my favorite ^-^
- Get stuff done attitude, positive and analytical thinker.

WORK EXPERIENCE

SecuTix SA – Mobile ticket wallet secured by blockchain technology	
Lead Product Manager TIXNGO – New product launched and experimentation (resell and NFT marketplaces)	2022 – Present
SecuTix SA - Cloud based ticketing product used by 370 major institutions across the world.	
Lead Product Manager, Live entertainment, Museum, Sport & Product leadership	2016 - 2022
SecuTix SA	
Product Manager, Museums, engagement and digital marketing campaigns	2013 – 2016
SecuTix SA	
Project Manager, early release adoption projects & digital marketing advisory	2010 – 2013
ELCA – Software Developer, Cloud based ticketing and ETL for CRM and BI	2007 – 2010
NexPC - Co-founder, Innovative IT services for B2C, B2B and B2B2C	2006 – aug. 2007

ACCOMPLISHMENTS

- Lead and launched TIXNGO for developer (SDK) resulting in improving internal productivity and scalability.
- Secured the delivery of **the World Cup 2022 in Qatar** with TIXNGO (**2.2mio mobile secured tickets**).
- Designed and launched "SecuTix Audience Management", digital marketing campaigns with a focus on ROI measurements capabilities, **generator of 9.1 M€ additional revenue** for customers last year. (thanks elastic stack)
- Led features development to enter 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.
- Successfully launched SecuTix Community an internal "stackoverflow like" supporting **knowledge sharing across all company divisions with 80% active users**.
- Grown with the SecuTix 360° platform from 1 to 370 customers and now growing TIXNGO market growth.

LEADERSHIP

- Leading and coaching product teams with a focus toward hyper growth and scalability.
- Refined Product management processes focusing on added value delivery
- TrustValley Start-up acceleration program Product Management coach for 4 years.

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

Cooking • drawing • soccer • astronomy • antique electronics • producthunting • reading • skateboarding • Web3