

SONIA WITUCH

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SUMMARY

Technical Product Manager with **7+ years** of experience driving product strategy across digital products. Co-founded and scaled mental health platform serving **8,000+ patients and 100+ therapists**. Skilled in marketplace dynamics, conversational AI, and balancing user empathy with data-driven growth. Selected by **EIT Health** as a Top 10 European Mental Health Innovator and awarded 1st place at the **Meta Berlin Spark AR Hackathon**.

EXPERIENCE

Growth Product Manager

02.2024 – 08.2025

Moniter (Real Estate SaaS) & ZUMA RWA (Real Estate Blockchain Platform)

- Simplified blockchain tokenization for non-technical users.
- Partnered with teams to align messaging with feature launches, improving user understanding and adoption.
- Analyzed **user behavior and conversion funnels** to identify optimization opportunities driving product page redesigns that improved conversion by 20%.
- Led retention strategy by analyzing cohort data and user engagement patterns, prioritizing UX improvements that increased returning-user activity.
- Translated behavioral insights and community feedback into **product roadmap priorities**, ensuring data-driven featured development aligned with user needs.
- Owned community **product strategy** for a 30K-member real estate community, implementing engagement features and feedback loops that strengthened retention and platform stickiness.
- Conducted **competitive analysis and market research** to identify new user segments and product opportunities in the real estate investment space.

Co-founder & Head of Product

06.2018 - 12.2023

Trzysie.pl (Digital Health Platform)

- Built and scaled digital therapy marketplace from idea to **8,000+ patients and 100+ therapists** across **4 product lines**: online therapy, patient education, therapist training, and B2B solutions.
- Designed **AI-powered** therapist-patient matching algorithm using predictive scoring systems based on therapist availability, patient preferences, session ratings, and historical match success rates to optimize pairing quality.
- Led cross-functional team of engineers, designers, and therapists to deliver **strategy and execution**.
- Identified that retained users had 3x higher LTV through cohort analysis, shifting strategy from acquisition to retention.
- Built proactive engagement features using behavioral data and predictive churn indicators to improve retention.
- Redesigned onboarding flow, implemented prioritization frameworks (RICE) - cutting release cycles by 40-50%.
- Shifted support model to AI routing + human interaction improving **satisfaction and response times**.

Chatbot Product Manager

12.2017 - 05.2020

MessengerFox (Creative Agency)

- Delivered **15+ conversational AI products leveraging NLP** for enterprise clients including Barbie, Garmin, Dr. Oetker, from concept to launch.
- Defined **product requirements** for chatbot flows, intent recognition, entity extraction, fallback handling.
- Designed UX logic for **multi-turn conversations, user state management, and context handling to create natural conversational experiences**.
- Managed product backlog using Agile methodologies, prioritizing features based on user engagement data and business impact.
- Presented **product strategies and roadmaps** to enterprise clients, translating technical capabilities into business value and use cases.

EDUCATION

Intensive Data Science Program (05.2023 - 08.2023) - Python, SQL, ML, NLP, Data Visualization.

B.A. English in Public Communication (10.2013 - 06.2016) - Bachelor's thesis on e-learning and its future.

TECH & TOOLS

Figma | Miro | Jira | ClickUp | SQL | Python | GitHub | A/B Testing | User Research | Agile | Roadmapping | Backlog Management | Prioritization | Funnel Optimization | Conversational AI