

SONIA WITUCH

soniawituch@protonmail.com • linkedin.com/in/sonia-wituch

SUMMARY

Technical Product Manager with **7+ years** of experience driving product strategy in healthtech and AI. As a co-founder, built and scaled mental health platform from concept to serving **8,000+ patients and 100+ therapists**. Expertise in conversational AI, marketplace dynamics, and **human-centered, data-driven product development**. Selected by **EIT Health** as Top 10 Mental Health Innovator.

KEY SKILLS

- **Product Strategy & Leadership:** product vision, roadmap ownership, go-to-market strategy, product-market fit, cross-functional leadership, stakeholder alignment
- **Analytics & Growth:** A/B testing, KPI tracking, SQL, Python, user analysis, feature adoption, data-driven decision-making
- **UX & Design:** user research, customer journey mapping, usability testing, conversion optimization, wireframing, prototyping
- **Agile & Tools:** sprint planning, backlog management, user stories, Figma, Miro, Jira, ClickUp, marketing automation

WORK EXPERIENCE

- Product Marketing Manager, ZUMA RWA (Blockchain Platform)**

02.2024 – 08.2025

 - Created educational content simplifying tokenization for non-technical users
 - Led initiatives to increase platform adoption and user understanding
 - Ran awareness campaigns that boosted registrations and engagement
- Product Marketing Manager, Moniter (Real Estate Web App)**

12.2023 - 06.2025

 - Developed marketing content and product pages → +20% conversion rate
 - Implemented newsletters and retention campaigns → higher returning user activity
 - Analyzed user behavior → improved UX and product roadmap
- Co-founder & Head of Product, Trzysie.pl (Digital Health Platform)**

06.2018 - 12.2023

 - Built AI chatbot, therapist matching algorithm, and automated booking system
 - Launched 4 product lines: online therapy, patient education, therapist training, B2B solutions
 - Conducted user research (150+ participants) → product-market fit
 - Led cross-functional team of engineers, designers, and therapists
 - Selected by EIT Health as Top 10 European Mental Health Innovator
- Chatbot Product Manager, MessengerFox (Creative Agency)**

12.2017 - 05.2020

 - Delivered 15+ chatbots for brands including Barbie, Garmin, Dr. Oetker
 - Designed UX, conversation flows, and GDPR-compliant strategies
 - 1st place winner at Meta Berlin Spark AR Hackathon for AR innovation

EDUCATION

- Intensive Data Science Program**

05.2023 - 08.2023

Python, SQL, Machine Learning, Neural Networks, Data Visualization
- English in Public Communication | University of Opole**

10.2013 - 06.2016

Bachelor's thesis on e-learning and its future