

STAŠA BUGARSKI

PRODUCT MANAGER



Designer → Software Developer → Product Manager
I bring a rare mix of design, engineering, and product thinking. I'm always team-first, empathy-led, and focused on impact and getting things done.

PRODUCT EXPERIENCE

- Nutrient | Mar 2024 - Present** | Remote, global team (Austria / USA) | Full-time
Product Manager for Cross-Platform Document SDKs
- **Roadmap Planning:** Lead product roadmap planning grounded in clearly defined problems (the what) and business/user rationale (the why), including success metrics and target projections.
 - **Revenue & Product Performance Analysis:** Perform ongoing financial analysis of owned products to identify revenue patterns, churn risks, upsell opportunities, and GTM or packaging improvements.
 - **Customer & Market Insights:** Gather and synthesize qualitative insights from customer conversations, discovery calls, and support feedback, combined with competitive analysis, to shape product direction and uncover unmet needs.
 - **Stakeholder Enablement & Communication:** Translate strategy into actionable plans to clarify goals and enable stakeholders to better understand scope, timelines, and rationale.
 - **Customer Engagement:** Build strong relationships with key customers to stay close to real-world pain points, ensuring product decisions directly reflect user needs and expectations.
 - **Portfolio Optimization:** Retired underperforming SDKs contributing less than 2% of revenue, streamlining the product portfolio and enabling stronger focus on high-impact areas.

- Alchemy Cloud | Jun 2021 - Dec 2023** | Remote, global team (Serbia / USA / Brazil) | Full-time
Product Manager for AI-powered B2B SaaS Workflow Automation
- **Strategic Product Shift:** Transitioned product strategy from fully flexible to more out-of-the-box solutions, increasing profitability by 15% over a year.
 - **GTM Training:** Conducted 50+ training sessions over 2 years, equipping GTM teams with product knowledge to enable proactive customer and prospect engagement.
 - **Requirement Architect:** Authored business and software requirements, streamlining development processes and reducing delivery timelines.
 - **Product Marketing:** Instituted regular release notes and the knowledge center content, driving user engagement and keeping them well-informed.
 - **User-Centric Discovery:** Conducted usability testing sessions with customers and prospects, ensuring product improvements directly addressed customer needs.
 - **Stakeholder Alignment:** Collaborated with cross-functional teams and stakeholders to define priorities, driving alignment and better delivery outcomes.
 - **Product Strategy:** Contributed to roadmap planning and prioritization, balancing business goals with technical constraints, enhancing customer satisfaction.

CONTACT

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EDUCATION

Master of Graphic Engineering and Design
Faculty of Technical Sciences
University of Novi Sad, Serbia
2008 - 2014

SOFT SKILLS

- Organisational
- Resourcefulness
- Communication
- Presentation Skills
- Teamwork
- Curiosity
- Problem-Solving
- Decision Making
- Big Picture & Strategic Thinking
- Creativity
- Adaptability
- Empathy & Customer Focus
- Willingness to Learn

MY JOURNEY TO PRODUCT ROLE

Prior to product, I spent 9 years in engineering and design roles. This gave me a rare blend of experience and a unique perspective on product management, bridging technical execution with a user-centered approach.

- 👤 Senior Front-end Engineer | Alchemy Cloud | Jun 2017 - Jan 2022 | Serbia | Full time
- 👤 Front-end Engineer | Eton Digital | Nov 2015 - Jun 2017 | Serbia | Full time
- 👤 Front-end Engineer | Ammodo | Feb 2014 - Nov 2015 | Serbia | Full time
- 🎨 Web Designer | First Beat Media | Dec 2013 - Feb 2014 | Remote, global team | Full time
- 🎨 Web Designer | Exit Festival | Sep 2013 - Feb 2014 | Serbia | Part time