

WILLIAM POTOCKI

PRODUCT MANAGER



PERSONAL DETAILS



26.03.1991



Swedish (Swiss Permit B)



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Zurich, Switzerland



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EXPERTISE

- Product management
- Analytics and data mgmt.
- Product vision & strategy
- Stakeholder management
- Project management
- Market and user research

EDUCATION

BSc in Information Systems

Lund University
Economics and Management
2011 – 2014

Exchange semester

Singapore Management
University
2013

TECHNICAL SKILLS

SQL

Python

Power BI

Tableau

Google Analytics

Qlik Sense

JavaScript

CSS

HTML

ExpressJS

NodeJS

MongoDB

GitHub

SUMMARY

As a product manager with 7+ years of combined experience in the field of product management and analytics, I am a **master at building digital products and solutions**. Possessing a unique combination of strong business acumen and technical expertise, I excel in creating product strategies and leading cross-functional teams to drive business growth.

WORK EXPERIENCE

TRAVELLER

Sept 2022 - Present

AROUND THE WORLD

Traveling to over 10 countries worldwide, gaining valuable experience, immersing myself in diverse cultures, and gaining new energy and inspiration that I am eager to bring to my next professional opportunity.

PRODUCT MANAGER

Apr 2020 - Sept 2022

TAMEDIA, ZURICH

I lead the product development and strategic direction of a mobile news application, that not only had to meet, but exceed the needs and expectations of 600,000 daily users, while also aligning with the company's overall goals.

- Through effective product strategy, data-driven product development and introduction of new features, I managed to significantly increase customer satisfaction, which resulted in the app store rating improving from a 4.2 rating to 4.6 rating
- I established clear product roadmap, requirements and lead a cross-functional team consisting of engineers, designer and various business functions to ensure successful delivery
- Lead the concept phase for a strategic project initiated by C-level executives. Through my efforts, the app development approach was transformed from native to hybrid, resulting in a 40% reduction in app development costs while maintaining a high quality product

MANAGEMENT CONSULTANT

Aug 2017 - Jun 2019

DELOITTE, ZURICH

Leveraged analytics to drive business growth and improve operational efficiency for global clients across various industries.

- Lead development teams using the agile Scrum framework to ensure on-time and high-quality delivery
- Implemented KPIs to support strategy and daily operations, helping organizations make data-driven decisions, and turn insights into action
- Acted as a liaison between technical and executive stakeholders, communicating and aligning business needs to identify use cases and technical solutions

LANGUAGES

Swedish	Native
English	Fluent
German	Intermediate
Polish	Intermediate
Spanish	Basic
Serbian	Basic

CERTIFICATIONS

- The Web Developer Bootcamp 2022
- PRINCE2 Project Management Foundation
- Professional Scrum Master I
- ITIL Foundation in IT Service Management
- Qlik Data Architect
- Implementing DW with Microsoft SQL Server

INTERESTS

- Tennis
- Surfing
- Blockchain & Web3
- Photography

ANALYTICS CONSULTANT

Jan 2016 - Jul 2017

CLIMBER, SWEDEN

Worked closely with clients to understand and translate business needs into technical requirements, as well as develop and implement technical solutions.

- Led and managed an offshore development team to deliver projects efficiently
- Developed an analytics application to monitor global marketing campaigns, resulting in a 30% increase in customer engagement and ensuring return on investment
- Created an analytics application for the finance department which helped identify 4 million SEK of non-invoiced orders
- Developed a pricing simulation application for the finance department to optimize pricing, increasing profitability by 3%

ANALYTICS CONSULTANT

Jun 2014 - Dec 2015

AFFECTO (AQUIRED BY CGI), SWEDEN

Responsible for identifying and translating business needs into detailed business requirements and with this, design and develop analytics solutions for clients.

- Utilized agile methodologies to identify business needs and conduct requirements engineering to ensure project objectives were met
- Developed a sales and finance application for a client that increased profitability by 2% through inventory and pricing optimization, and improved operations by automating processes, eliminating manual errors and providing insights through tracking of sales, price/volume changes, product stock, and profit/cost accounts
- Developed a reporting and forecasting application to reduce time spent on monthly sales reports and gain insights about future demand, which helped the client to make better decisions and improve budget and planning

PERSONAL PROJECTS

FOUNDER

Jan 2022 - Present

CRYPTOMONDAYS, ZURICH

Founded the Zurich branch of the international speaker series CryptoMondays, as a passion project. A global community that brings together experts and technology enthusiast to share ideas about Blockchain and Web3.

- Besides hosting and interviewing guests on stage, I am organizing the overall events