

Herman Baiatian

Product Owner, 6 years of experience
Greifswald, Germany

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PROFILE

As a seasoned Product Owner with **over 6 years of experience in IT**, I excel at transforming business visions into actionable software solutions and aligning product development with strategic goals.

EXPERIENCE

Senior Product Owner at Vodafone UA (Remote, Germany) — Feb 2024 - present
Telecom: B2B, B2C. Web application, Mobile apps

- owning products: from ideation through development to launch
- working closely with design and UX teams to define the customer journey
- collaborating with stakeholders such as business owners, marketing, etc.

Product Manager at Madgicx (Remote, Israel) — Feb 2023 - Feb 2024
MarTech & AdTech: B2B SaaS. Web application (One-click Report)

- working closely with CEO and CMO on growth strategies
- facilitating customer interviews with major agencies to get more highlights
- planing and adjusting roadmap based on product and feedback metrics

Product Owner at Bigtincan (Remote, USA) — Mar 2021 - Feb 2023
Sales & CRM: B2B SaaS. Web application (Sales Meeting Tool)

- facilitating demos for implemented features and presentation of solutions
- writing high-quality requirements as User Stories with Acceptance Criteria
- optimising team workload to make the development process more effective

Product Owner at Dahin Limited (Remote, United Kingdom) — Jan 2020 - Mar 2021
E-commerce, Crypto: B2B SaaS, B2C. Web application, Mobile apps

- launching products from scratch with limited number of recourses
- collaboration with business owners according to product visions and plans
- analysing product performance and metrics to inform next priorities

Product Manager at Admitad GmbH (Remote, Germany) — Jan 2019 - Jan 2020
Affiliate Marketing: B2B2C, e-commerce. Web application

- being accountable for product delivery and performance metrics
- providing new acquisition strategies in relation to current product capabilities
- making feature prioritisation decisions based on market research

Business Development Manager at Jooble (Kyiv, Ukraine) — Feb 2017 - Jan 2019
Job portal & HR Tech: B2B, B2C. Web application

CERTIFICATIONS

Product-Led Organisation Certification, Product Analytics Certification, Product Management Certification by Pendo & Mind The Product. (2023)

Program Manager, Scrum Master PSM 1 & Scrum Product Owner PSPO 1 Certifications by Udemy (2022)

EDUCATION

College of Arts (violinist and conductor of chamber orchestra) — 2010 - 2014

SKILLS

OpenAI (ChatGPT), Gemini AI, Midjourney, Relume AI, Raycast AI, Jira, Trello, Confluence, Scrum, Kanban, Scrumban, Agile, Google Analytics, Amplitude, Gantt Chart, Building Roadmap, Backlog Prioritization, Release Management, MVP launching, Figma, AppsFlyer, HTML, CSS, JavaScript.

LANGUAGES

English - C1 (advanced), German - C1 (advanced), Ukrainian & Russian (native)

PET-PROJECTS

[4pm.app](#) - is an online builder designed to easily create CVs, personal websites, or service cards. This product was developed entirely solo. Despite not utilising paid channels, it successfully acquired over 150 users.

[pownery.com](#) - personal website

REFERENCES

Yahav Hartman - Chief Executive Officer at Madgicx

“Herman is an incredible communicator & people person. Herman's positive attitude and collaborative spirit not only made our workplace more enjoyable but also inspired everyone around him. Herman consistently brought a fresh perspective to our marketing analytics product, infusing creativity into every aspect of his work. I absolute recommend Herman for any role that demands a dynamic and creative product manager who can bring a unique and energizing approach to the team. He is undoubtedly an asset to any organization.”

Martin Frederiksen - Vice President Of Engineering at Bigtincan

“As VP of Engineering I have worked with Herman for more than a year, both in his capacity as Scrum Master and as Product Owner. It has always been very easy to work with Herman. He is a solid resource giving 100% to the task. Herman is always super professional and willing to learn and try out new processes and methods to improve how he and the team works. I can only recommend Herman to the fullest and he will be a great asset to any Scrum team.”