

Herman Baiatian

Senior Product Manager, 8 years of experience

Location: **Germany**

herman.baiatian@gmail.com • +49 175 950 02 06 • [Linkedin](#)

[Video CV](#) • rolecommerce.com • bricksbee.com

PROFILE

Seasoned Product Manager **with over 8 years of IT experience** specializing in translating business visions into actionable digital solutions. Adept at leveraging agile methodologies, cross-functional collaboration, and data-driven decision-making to align product development with strategic business objectives.

Proven expertise across diverse sectors—including **Telecom, e-commerce, financial services, CRM, MarTech, AdTech, SaaS, and Affiliate Marketing**—ensures robust, user-centric product strategies and continuous innovation.

EXPERIENCE

Technical Product Owner

Feb 2024 - present

Vodafone UA (Remote, Germany) - *Telecom: B2B, B2C. Web application, Mobile apps*

- **results:** launched new **Convergent Offer & Dynamic Links** projects
- collaborating with stakeholders such as business owners, marketing, etc.
- collaborating with technical experts to develop and implement backend solutions

Product Manager

Feb 2021 - Feb 2024

Madgicx (Remote, Israel) - *MarTech: Web B2B SaaS (eg. One-click Report)*

- **results:** achieved a **54% increase in CR to trial CC sign-ups and tripled MRR**
- conducting competitor research to define strategies that maximize value
- planing and adjusting roadmap, working closely with CEO and CMO

Product Manager

Jan 2019 - Feb 2021

Bigtincan (Remote, USA) - *Sales & CRM: Web B2B SaaS (eg. Sales Meeting Tool)*

- **results:** launched new **'Awesome meetings'** as a part of Bigtincan ecosystem
- writing high-quality requirements as User Stories with Acceptance Criteria
- optimising team workload to make the development process more effective

Product Manager

Jan 2017 - Jan 2019

Admitad GmbH (Remote, Germany) - *Affiliate Marketing: Web B2B2C, E-commerce*

- **results:** launched an extension to detect affiliate links, assisting webmasters
- providing new acquisition strategies in relation to current product capabilities
- making feature prioritisation decisions based on market research

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, WordPress, Facebook Business Manager, Google Ads Manager, Pinterest Ads.

LANGUAGES

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

PET-PROJECTS

BricksBee 🐝 - The platform offers templates, components, plugins, and snippets for Bricks Builder (a page builder for WordPress). My project acquired over **800** users, with more than 210 of them being paid customers.

RoleCommerce - it's a simple and affordable WordPress Membership plugin to launch your Software as a Service (SaaS) product, selling access to visitors and turning them into your customers using page builder. Acquired over 20 paid users within the first week post-release

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."