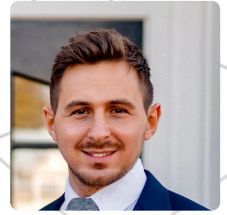# ALEN DAMADZIC

Proven Product Manager in driving and delivering award-winning, customer-centric products.

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📍 Worcester, UK

SUMMARY

With over a decade of experience in Product Management and software engineering, I have led the development and release of impactful products that have garnered industry recognition.

- Launching a Generative AI powered mobile app news featured on **The Verge.**
- Driving Adarga to secure the 14th position in Deloitte's UK Tech Fast 50.
- Leading Titania's products to winning multiple Computing Security Awards year-on-year.

My expertise spans user first design, agile methodologies, and leveraging advanced AI technologies (ML, NLP, LLMs) to deliver scalable, innovative solutions that address real-world challenges.

EXPERIENCE

Senior Product Manager

Adarga   11/2019   Remote (London/Bristol)

Adarga is an Enterprise Knowledge Platform leveraging cutting edge AI and combining it with a knowledge graph to deliver deep and critical insights.

- Launched a mobile app featured on The Verge, reaching #57 in Apple App Store's News category. Achieved a 91% conversion rate from downloads to accounts, 75% WAU, and over 5 minutes average engagement per session.
- Product Managed various AI driven teams and initiatives from core platform services (data ingestion and NLP pipelines) and insight based outputs (event detection and summarisation).
- Increased the quality and speed of data ingestion whilst reducing cost by leading an initiative to rebuild using LLMs provided by OpenAI & Anthropic.
- Captured diverse client requirements through deep consultations, creating a scalable product transcending a managed service model.
- Championed Agile transformation, integrating AI capabilities into engineering workflows and fostering an output focused approach.

Head of Product

Titania   10/2018 - 11/2019   Worcester, United Kingdom

Titania is a world-leader in security analysis for network devices, helping CISOs and Network Managers build configuration confidence in their security posture.

- Directed a transformation toward product-led growth (PLG), promoting customer self-service, through objective based onboarding, and product-first strategies with dynamic trials leading to an ~40% increase in trial conversion.
- Developed impactful user outcome based strategies through direct end-user collaboration, addressing pain points and aligning roadmaps with precise needs.
- Integrated software engineering, project management, and AI insights for competitive advancements across product lines.

SKILLS

Servant Leadership • **Communication** •
Peer Coaching • **Stakeholder Management** •
Empathy • **Product Discovery** •
Iterative Development •
Strategic Roadmapping •
Data-drive Decision Making •
User-Centric Design • **AI** • **ML** • **NLP** • **LLMs** •
Product Lifecycle Management •
Journey Mapping

CERTIFICATION

AI for Product Management
Pendo.io 2023

AI Product Manager Nanodegree Program
Udacity 2021

Product Focus Certified Product Manager
Product Focus 2019

Management & Leadership Coaching
Zentano 2017

EDUCATION

Bachelor's Degree in Computer Science & Management Studies
University of Nottingham
2007 - 2010

A-Level & GCSE
RGS Worcester
2000 - 2007
- A-Level: ICT (A), Art (A), Maths (B)
- GCSE: A*, A, 7 Bs, C

ADDITIONAL SKILLS

Javascript • **Typescript** • **React** • **NextJS** •
Postgres • **Vercel** • **Supabase**

EXPERIENCE

Head of Engineering
Titania   08/2017 - 10/2018   Worcester, United Kingdom

- Optimized productivity across teams of 20+ developers through strategic structural changes and resource allocation.
- Enhanced coding standards and product quality, contributing to award-winning results.
- Fostered innovation and collaboration across teams, aligning technical advancements with business objectives.
- Lead change management across a large technical shift from C++ to more modern languages like JavaScript, Python and Rust.

Team Lead / Senior Software Engineer / Agile Coach
Titania   2014 - 08/2017   Worcester, United Kingdom

- Drove product development lifecycles with a focus on measurable enhancements informed by extensive feedback.
- Implemented Agile processes, advanced resource allocation, and led integration of high impact roadmap items.
- Overhauled and maintained the tool set, including Jira, Confluence & Bitbucket.

Software Engineer
Titania   2010 - 2014   Worcester, United Kingdom

- Rebuilt the company website using Drupal CMS increasing site engagement by 300%.
- Build software tools for security analysts using C++, Qt, XML & CMake on all platforms.
- Developed an in-house License Management service with React & Typescript.