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Knowledge

Strategic Thinking
Communication
User-Centric Mindset
Technical Acumen
Analytical Skills
Project Management
Leadership
Digital Product Development
Artificial Intelligence
Digital Transformation

Education

2018 – 2021
VERN' University
Zagreb, Croatia

2016 – 2018
Earth Sciences
Varazdin, Croatia

2012 – 2016
PSV Prelog
Zagreb, Croatia

Karlo Štefčić

Product & Project Manager

As a Product & Project Manager with over six years of experience, I specialize in launching innovative digital products in diverse sectors such as Artificial Intelligence, Healthtech, and Web3. At companies like Mindsmiths and Vingd, I've honed my skills in Agile methodologies, strategic planning, and leading cross-functional teams to drive product success and operational excellence. I excel in utilizing both qualitative and quantitative research to deeply understand customer needs, ensuring that our solutions not only meet market demands but also exceed them. Currently, I am steering complex product strategies and compliance initiatives as an Product Management Consultant at Product People, significantly impacting product capabilities and market positioning.

Work experience

2024 - NOW

Product Manager & Business Development Manager

Neuralab

I am working at Neuralab as both a Product Manager and Business Development Manager. In my role as a Product Manager, I lead the development of web applications, ensuring effective communication with stakeholders and aligning project goals with client needs. I manage technical teams, oversee project timelines, and deliver high-quality digital solutions. As a Business Development Manager, I focus on expanding Neuralab's reach by generating high-quality leads and identifying growth opportunities. I build strong client relationships and implement strategies that drive the company's overall vision and success.

2023 - NOW

Product Management Consultant

Product People

Client and Product Management: Managed multiple high-growth clients, developing strategies for market expansion, MVPs, and organizational restructuring. Implemented tailored white-label solutions and OKRs.

Website Optimization Initiative: Led a team of eight in a major website enhancement project, boosting functionality and user engagement.

Professional Development: Developed internal learning programs and mentored junior product managers, enhancing professional growth. Oversaw one direct report.

Community Engagement & Public Speaking: Moderated livestream presentations, boosting company visibility and industry leadership.

2023 – 2024

Senior Product Manager (via Poduct People)

European Banking Unicorn (NDA)

Product Delivery: Led a team of 8 to develop initiatives mitigating fraudulent banking activity. Delivered solutions to reduce false positive rates in more than 30% of fraud-related alerts.

Product Discovery: Identified pain points for our main internal user by leading meetings and discussions with stakeholders. Identified opportunities and solutions for the next year with the team by leading an OST workshop.

Product & Business Strategy: Managed initiative with a segmented approach, ensuring quick value delivery and clear success measures. This resulted in easily understandable and smaller product versions accessible to stakeholders.

Stakeholder Management: Collaborated with multiple cross-functional teams to coordinate and prioritize feature development on the service, ensuring smooth communication between them.

2023 – 2024

Lead Product Manager (via Product People)

AVIV Group

Product Marketing: Spearheaded a white-label initiative in Marketing Automation, aiming for a revenue increase to €5M in 2024 by standardizing operations to reduce costs and optimize delivery across all brands.

Compliance and Cross-functional Leadership: Led efforts to ensure Gmail compliance, managing across 7 brands in 3 countries and coordinating with 10 teams.

Leadership & Strategy: Directed 2 dedicated teams, providing strategic direction and leadership to significantly improve their performance and contribute to organizational goals.

Work experience (Continued)

2023 – 2024

Senior Product Manager (via Product People)

Back Market

User Research and Strategy: Conducted in-depth user interviews, journey mapping, and affinity mapping to develop a user-centric Opportunity-Solution Tree. Presented insights and strategic plans to C-level executives.

Cross-functional Collaboration: Led workshops on problem scoping, solution ideation, and design, fostering cross-functional collaboration to ensure solutions align with both user needs and business objectives.

Agile Process Leadership: Defined product requirements with epics and user stories and spearheaded Scrum ceremonies, streamlining the agile development process.

2020 – 2024

Project Manager & Co Founder

Digitando

Digital Transformation: Led digital transformation at Digitando, enhancing company growth (35% increase in ARR) and operational efficiency (25% boost) by strategically managing resources and teams.

CSM & Positioning: Achieved a 40% improvement in client retention and a 50% increase in new business acquisitions by successfully executing several initiatives.

Inspirational Leadership: Embodied the company's values and mission, effectively inspiring and motivating the team to excel and achieve unprecedented success.

2021 – 2023

Project Manager

Fitly

Strategic Leadership and Agile: Led strategic planning, adopted agile methodologies, managed key partnerships, and aligned the company's vision with business goals.

Cross-functional Collaboration: Orchestrated collaboration between developers, designers, and fitness experts to craft a seamless and engaging user experience.

Product Development: Played a pivotal role in integrating diverse team expertise, significantly contributing to enhanced product functionality and user satisfaction.

2021 – 2022

Product Development Coordinator

Mardorado

Product Development: Successfully managed the product backlog and developed strategic roadmaps, accelerating development milestones by 30% and ensuring rapid progression from concept to launch readiness.

User-Centric Design Leadership: Led the creation of user stories and managed design and content, enhancing the user experience and speeding up user interface development by 25%.

Workflow Optimization: Streamlined project workflows and prioritized tasks, achieving a 20% reduction in delivery times and boosting team productivity, keeping development efforts on schedule and within budget.

2019 – 2021

Product Manager

Mindsmiths/Vingd

Product Development: Spearheaded the development and launch of AI solutions with over 100,000 users across healthcare, banking, and retail by improving operational efficiency and decision-making processes.

Design and Content Management: Enhanced product usability and performance, leading to a 40% increase in user engagement and a 30% decrease in operational inefficiencies for healthcare clients.

Product Development: Introduced advanced analytics tools for the banking industry that elevated financial insight accuracy, fraud detection, and personalized services for 50,000 customers.

References

Product People

Mirela Mus / CPO

E: mirela.mus@getproductpeople.com

Maio Agency

Filip Zolota / Owner

E: contact@filipzolota.com

Product People

Elisabetta Casagrande / Senior PM

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Wasp

Mihovil Ilakovac / Lead PM

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