Mihai Abagief



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SUMMARY

Experienced professional with more than 15 years in corporate and some start-up environment. Highly relevant time spent in international environment.

Fields of expertise and of interest: digital/software product management, business process management, fluent interface between business-IT/software-dev. worlds, analytics, digital marketing. Data-driven, a lover of numbers, metrics, clean UI & fluent UX.

Friendly team player with focus, persistence and dedication to results and a job well done.

PROFESSIONAL EXPERIENCE

PRODUCT OWNER
eMAG Romania, Sept. 2020 – present

Platform: eMAG.ro – the ecommerce web and mobile-app and their international variants (.hu and .bg)

Projects and responsibilities:
- **FINTECH PROJECT**
    - implemented a very 'rich' MVP in only 5 months – 1/3 of standard time for such large project, for two FINTECH-type microfinancing payment methods in web and mobile-apps, namely a 'Buy Now, Pay Later' and 'Pay in 4 instalments' – via integration with a banking platform, FintechOS.
    - impact across entire eMAG ecosystem and customer facing flows: buying, delivery, refunds, user communication, order logistics, marketplace (3rd party suppliers)
    - *soft* user qualification based on algorithmic model (using over 100 signals – probability of default), not hard-qualification - using legal documents, verifications in public databases, e.g. Credit Bureau
    - managed parallel implementations in over 9 streams with orchestration of 15 development teams – including external partners (PayU, FintechOS)
    - Involved or fully responsible in transformation of high-level commercial needs, to detailed end-to-end user-journeys and their underlying high-level technical design, followed by sprint deliverables and consumption (UI design, detailed technical design, dev, integration, test, release)
    - support to teams for testing phases and training, soft-launch and post release-support
- **Vouchers-based loyalty system** across the entire eMAG ecosystem
    - client facing implementation to drive increase of ecomm. metrics (add to cart, cart recovery, bounce, increase order value)
    - part of implementation of a new version of vouchers-and-cart computation engine
- **Buyback programs**

- in charge of different client-facing flows for National Electro IT buyback program (“Rabla”) and eMAG’s own buyback programs for electro-IT and smartphones – for the later working on an integration with a new company in eMAG ecosystem – flip.ro

- initiated a **refactor project for the order tracking area** (top 5 most used flow in eMAG, after homepage, search, listing and product page)
- **Other topics** in charge of: GDPR & user subscriptions, SEO, user-tracking, insurance purchase flow: roadmap and backlog management
- highly involved in A/B testing and experimentations for all products/journeys responsible of

AGILE IT PROJECT MANAGER/SERVICE DELIERY MANAGER

Vodafone Romania, Dec. 2018 – Sept 2020

Product: MyVodafone - top mobile app in Romania, +1.8 million installs

Ecosystem managed: mobile apps (Android, IOS, Huawei), API-gateway (Java Spring Boot & Zuul) in a REST microservices-like architecture

1. Product Development

- implemented new payment journeys (with PayU integration) that include save and manage credit-cards, one-click payment
- extended & implemented new API-gateway caching layer using Redis DB for better performance
- transitioned the mobile apps from fully native code-base (Android Java & Obj-C) to over 50% written in React-Native. Now managing a hybrid app (native-React Native) with all specific complexities
- major refactoring of in-app journeys from UI perspective as well as code (to React Native)
- Implemented new SSO enterprise solution with high complexity from Vodafone Group in mobile apps & API-gateway, while decommissioning old one
- management, refactoring, adjustments, debugging of different 3rd party integrations related to payment, analytics & performance, identity, content personalization/A-B testing, push-messages: Adobe Analytics, Adobe Target, PayU, Tealium Tag Manager, Soasta, Vodafone NetPerform, Urban Airship, Facebook, Google Admob
- implemented set of analytics layers related to apps & API-gateway using classic tools (Spring Boot actuator metrics via Prometheus visualized in Grafana/Kibana). Designed processes and implementations for apps performance improvement.
- designed new APIs needed for different implementations in mobile apps.
- implemented new content management system in app using classic devs toolings (Gitlab, Jenkins)
- fully in charge of release management in mobile apps platforms (Google Play & IOS App store) and API-gateway
- responsible for production support (collecting defects in PROD environment, facilitation of fixes, release, reporting) and technical debt
- acting as primary contact-person for testing team (functional, penetration testing, performance-testing)
- actively being part of different commercial campaigns (e.g. Vodafone & UPC merger) by delivering personalized commercial campaigns in-app – via static assets in-app or via Adobe Target (A/B testing & content personalization tool)
- working closely with development team (internal & 3rd party vendors) from Vodafone RO & Egypt, UX-UI designers, architects, devops, system-analysts, testers

2. Stakeholders management

- Developed with commercial stakeholders a Service Design working model which includes work delivery for new implementations (via Agile methodologies), support for production issues, escalation path, SLA, Operational Service review, P&L and business cases

- Implementing practices and making use of them for monitoring/measurement & reporting on project execution, performance metrics, preparing improvement actions aligned with stakeholders

3. Program Management – Digital platforms performance
- managing technical implementation of tooling used for digital platforms (website, mobile apps) performance in Vodafone Romania
- digital performance reporting
- managing processes, stakeholders (from Vodafone Romania, Group) or vendors from the analytics/performance chapters in different contexts & interactions

PRODUCT MANAGER
WowApp/Nobel Telecom, Mar. 2017 - Dec. 2018

WowApp is start-up of Nobel Telecom. A sharing-economy ecosystem that puts together several features: communication (chat, voice/video calls, mobile/landline phone calls via credit purchase), game-play experience via browser, shop-online with cashback, publishing content aggregation, an earnings generation mechanism via different actions within the platform, in-app interaction with charities, for donations purposes.

Main activities and responsibilities:
- Complete product & backlog management lifecycle in SCRUM/Kanban methodology (explored both)
- Market research and business cases (when needed) for the scope of enriching the managed product.
- Stakeholder management (CEO, CTO, partners) – facilitating buy-in for resource allocation for features proposed.
- Involvement in SCRUM ceremonies for managed products, backlog management or release planning.
- Converting ideas into clear product development artifacts (epics, user stories, acceptance criteria, detailed business logic & technical requirements documents – when needed)
- Close partnership with all peers involved in product development: stakeholders, UX/UI designers, scrum masters, platforms technical leads, developers, QA.

Products/features in charge of:
- Monetization-centric features via programmatic/native advertising, analytics-based optimization, ad-networks integrations (SDK/API-based), research, analytics
- Different features in web & mobile apps.
- Building a data-product for managed features: data-inflow design, processing and logic (using PostgreSQL, presentation layers (Redash, Tableau, Power BI, etc.)
- 3rd party integrations into ecosystem platforms (web/native mobile clients, backend services) via SDKs, APIs related to programmatic advertising. This include but not limited to Google (Admob/Adsense/DFP), Facebook Audience Network, Mopub (Twitter), Yahoo/Flurry and miscellaneous with different geographical reaches.

PRODUCT MANAGER
Omniconvert (formerly known as Marketizator) – SaaS startup with 1 mil. EUR financing
Sept. 2016 – Mar. 2017 (Project-based)

Omniconvert (formerly known as Marketizator) is a SaaS (software-as-a-service) tool built for marketing professionals having as purpose increase of website traffic conversion rate to different traffic goals (purchase, subscription, interaction, etc). Features included are: A/B testing, segmented/content personalization, user interaction via surveys.

Main activities and responsibilities:
- Responsible for development, maintenance and implementation of product roadmap.
- Prioritization of features development/implementation based on analysis of business impact. AGILE/SCRUM oriented development: prioritization of developers work based on roadmap and issues backlog. Planning the development sprints
- Research product features, develop user stories and detailed requirements of functionalities, followed by specifications/requirements documents
- Work closely with developments team to ensure translation into accurate technical specifications.
- Investigate, plan and design requirements for integration with multiple SaaS tools from connected fields (analytics, ecommerce, publishing, traffic personalization)
- IT PM standard tasks: project progress reporting, resource planning allocation, CBA analysis, risk mitigation, etc.
- Support QA/User Acceptance testing phases via product/features documentation, test plans, manage raised issues and integrate into development roadmap.
- Besides focus on product, involved in some analytics components of the business, overall.

PROJECT MANAGER, BUSINESS ANALYST

Yves Rocher France, Oct. 2015 – Sept. 2016

Main activities and responsibilities:
- Project management for a complex multinational project that involves 15 separate major work streams from different business areas, 5 different countries. Implementation so far in 2 markets (Slovakia and Romania).
- Gathering business requirements based on use cases/stories, translate them into high level design, validation, followed by detailed business requirements and product specifications for an e-commerce portal with specific needs and complexity of direct selling industry
- Support QA testing phases, by providing coordination of testing (when needed), documentation, test plans, test scenarios, progress reporting, risks analysis
- Implementation preparation and 'product delivery' via training with end-users on product/application features
- Business processes design, implementation for several business streams (call center, logistics) Compensation model design, business/finance planning, analytics and reporting

DIRECT MARKETING ANALYST

NN/ING Insurance and Pensions, Nov. 2013 – Sept. 2015

Main activities and responsibilities:
- marketing campaigns for lead generation, development of new & existing customer base.
- Analytics (database analysis/segmentation, preparation of direct mailing content), campaign reporting
- design business requirements documentation, follow-up implementation, testing and launch for several projects (commercial/operational/IT digital) related to lead generation, lead management, process improvements, clients portals (web/mobile), email marketing (highly complex infrastructure with multiple variables), email automation.
- process design, documentation and implementation for several company workstreams (online and offline processes)

OTHER ROLES

Avon Cosmetics Romania
Marketing Analyst, Aug. 2011 – Nov. 2013
Analyst, CI - Competitive Intelligence, Aug. 2009 – Aug. 2011
Team Lead – QA testing, CEE markets, Apr. 2008 – Aug. 2009

Sabbatical period
Romania & UK, Apr. 2007 – Apr. 2008
Personal time for travelling and 'self-discovery''.

Avon Cosmetics Romania
Data analyst, Dec 2002 – Apr. 2007
Sales Support Specialist, Aug. 2002 – Dec. 2002

ROMARC SA,
Foreign Trade Specialist, May 2001 – Aug. 2002

SKILLS AND COMPETENCIES

- Tools/software:
    - Project management/collaboration/testing, bug-tracking platforms: JIRA, Confluence, Bugzilla, MS Project, HP Quality Center
    - High proficiency in MS Office suite (Excel and Access particularly), Visio, Powerpoint, Word)
    - Standard development tooling and systems: Postman, SOAP UI, SQL clients, some Linux, Git, Grafana, Kibana, Jenkins, VS Code
    - Mobile industry development tooling: Google Play Console for Android, Apple App Store Connect, Google Firebase, Apple TestFlight
    - Digital marketing tools: Adobe Analytics, Adobe Target, Google Analytics, GTM, Tealium Tag Manager, Urban Airship, Google & Facebook advertising ecosystems Soasta/Akamai, Dynatrace
    - Prototyping & Design & ULM diagraming tools: Gliffy, Mockflow, Visio, moqups.com, draw.io. Used also Invison or Zeplin (for React Native parts) and Adobe XD
    - Microstrategy, different ERP or BI systems e.g. Clickview, Cognos, MapInfo

- Good understanding of technology ecosystem for frontend (web and native mobile apps), backend development, software architecture (e.g. SOA, microservices with REST APIs) and modern software development tooling/standards e.g. devops, public clouds. Technology enthusiast, up to date with latest industry innovations and trends
- Experienced in software development methodologies e.g. Agile (Scrum, Kanban, SAFe) or classic Waterfall approach.
- Decent SQL knowledge
- Big-data understanding, in the context of new tech-stacks (Hadoop, Spark, distributed DBs, SQL vs noSQL, ETLs, etc).
- Analytical thinking with a balanced creative-analytical mind, solid experience in corporate environment, good work discipline, positive and friendly attitude.
- Highly oriented and affinity towards systematic & structured approach to any implementation

- foreign Languages: English – advanced
- driving license: B, clean, since 2003.

FORMAL EDUCATION

Titu Maiorescu University - Bucharest, Romania
Psychology, 2002 – 2006

Nicolae Kretzulescu Highschoo - Bucharest, Romania
General Economics, Accounting, 1994 – 1998

Different formal training seminars: Product Management, Project Management, Agile methodologies (Scrum, Kanban, SAFe), Digital Marketing, Statistics, SPSS, IBM AS400, project management/issue tracking tools

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LIFE INTERESTS

Systemic ecology and its applied aspects (gardening, restorative agriculture), green tech, technology in general, in particular – use-cases of technology for bettering society. Running and a bit of meditation. A family person.

REFERENCES

Fully available upon request.