

Bogdan Coman

20+ years building products. Always on the edge, always focusing on what really matters.
Now applying everything to AI-human collaboration.

coman2904@gmail.com · +40 723 200 868 · bcoman.co · linkedin.com/in/bcoman · github.com/b-coman · pmlinkz.substack.com

25+

years in tech

9

years of Fortune 500 work

2015

first AI product, voice for kids

2023

hands-on with LLMs

EXPERIENCE

1996 → today

Modus Create

Jan 2020 – today

Senior Principal Consultant, Product Management & Strategy

Product Studio 2026–

Product strategy for Modus's Atlassian Marketplace apps, and how the team works with AI.

Client work 2020–26

A leading German automaker - grew the account into a large multi-team engagement.

A global beauty retailer - led the Aha!↔Jira integration end to end.

A global life-sciences company - led a patient-services transformation.

A major blockchain platform - open-source strategy and governance.

ProductOps

Created Transmission Belt and Modus's product maturity framework.

Early AI work

Agents on Atlassian Rovo eight weeks after GA; an AI tool that cut manual analysis by 40%.

Independent work

2022 – today

Methodology creator, builder, author

Hydro 2025

An open methodology for human-AI teams: dependency-driven waves in place of sprints.

ido4 2025–

The platform that implements Hydro, with plugins in Anthropic's Claude marketplace.

SHIFT IT 2026

My book on how product organizations work once teams become humans plus AI agents.

Pet projects 2025–

A direct-booking platform for a vacation rental, and an event-discovery app for Romania.

Earlier

1996 – 2019

E.ON, Senior Product Manager, IoT (2018–19) · Woogie, Co-founder (2015–18)

Switch Sports, Managing Director (2008–15) · Sysadmin to IT consultant (1996–2008)

OPEN TO

Product & tech leadership

Senior roles in complex organizations, from strategy all the way to delivery.

AI transformation

Redesigning how a company works with AI, or classic digital transformation.

Advisory & board

Helping leadership teams work out how humans and AI build products together.

ALSO

Mentoring

Product Makers (three rounds, 2025–26) · Techstars, BSH Munich · Startarium

Education

Statistics & Digital Economics, Academy of Economic Studies · Data Science (IBM)

Languages

Romanian (native) · English (fluent, daily working language)

Full CV

bcoman.co/Bogdan-Coman-CV.pdf