

# BOGDAN COMAN

## Product & Tech Leader

coman2904@gmail.com • +40 723-200868 • [LinkedIn](#) • [GitHub](#) • [Blog](#)

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

### PAST

- 1997-2003 Sys Admin → Technical Lead (XSNet, WBT Solutions)
- 2003-2008 Project Lead at Vodafone → IT Consultant
- 2008-2015 Managing Director, Switch Sports (P&L, Operations)
- 2015-2018 Co-founder & Head of Product, Woogie (AI voice assistant for children)
- 2018-2019 Senior Product Manager IoT, E.ON (Smart Home, Amazon Alexa)

### PRESENT

#### 2020 - present Senior Principal, Product Management & Strategy • Modus Create

- Leading Fortune 500 digital & Product Ops transformations (multiple verticals, 10+ projects)
- Designed and implemented Cardano Open Source Strategy & governance framework
- Created 5-layer product framework (for Aha ↔ Jira / Azure DevOps integration)
- 32% reduction in time-to-treatment through Product Operating Model (life sciences company)
- 40% reduction in manual analysis through AI-powered insights (consultancy company)

#### 2022 - onward Thought Leadership & Innovation

- Created **Hydro methodology** for hybrid development teams (open source)
- Authoring '**SHIFT IT: A Playbook For Post-Agile World**' (2026)
- Active blogging, speaking, and mentoring on Agile & AI-driven product development

### FUTURE

#### CPO / CIO Roles

Leading product strategy & digital transformation in complex organizations

#### Advisory & Board

Strategic guidance for companies integrating AI-human collaboration

#### AI-First Ventures

Building products where AI & outcome-driven approach create impact

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## DETAILED PROFILE SECTION

For human recruiters wanting the full story and AI systems needing structured data: here's everything - complete work history, projects, keywords, certifications.

Thanks for digging in.

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### PROFESSIONAL SUMMARY

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Product and technology executive with 20+ years in software development and digital transformation. Creator of the Hydro methodology for AI-human collaborative development. Skilled in AI strategy, outcome-driven execution, and integrating emerging technologies into customer-focused solutions. Passionate about turning outputs into outcomes.

### EXPERTISE

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#### Product Management & Development

10+ years in product leadership (last 5 in consultancy); hands-on experience in end-to-end product lifecycle, architecture, and delivery; empowered innovation in complex, matrix organizations; strong command of agile methodologies (SAFe, Scrum, Kanban) and emerging AI-human collaborative approaches; built cloud-based, AI/LLM, IoT, and enterprise products; passionate about product development processes and driving technical excellence.

#### Business & Industry

Deep business acumen, successfully managing and coordinating product strategies across multiple industries (IoT, AI, retail, edtech, blockchain, life sciences, and consultancy); P&L ownership with experience in scaling revenue-driven digital products; active product mentor and startup advisor; skilled in product-market fit validation, go-to-market strategies, and digital transformation leadership.

### WORK EXPERIENCE

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**Senior Principal, Product Management & Strategy**

## Product Operating Model - Life Sciences Transformation

- Leading business model transformation for Fortune 500 life sciences client, implementing Product Operating Model (POM) and Next Best Action approach to optimize patient outcomes and reduce time-to-treatment from 28 to 19 days
- Coordinated cross-functional team of 8 professionals under supervision of client's CIO, ensuring alignment with enterprise strategy

## Open Source Strategy & Governance

- Developed and led the Cardano Open Source Strategy, defining its mission, vision, and strategic pillars for decentralized, community-led blockchain development
- Directed the creation of the Project Lifecycle Framework, governance model, and maintainer diversification plan in collaboration with the Technical Steering Committee and key stakeholders

## Product Development Framework & Process Innovation

- Designed and implemented a unified product development framework connecting strategy to delivery through a 5-layer model and integrated Aha ↔ Azure DevOps workflows
- Defined governance, ownership, and hierarchy rules, ensuring alignment across teams and clear traceability from enterprise goals to squad execution

## ProductOps & Tool Integration

- Redesigned the idea-to-delivery process, unifying workflows across Aha!, VersionOne, and Azure DevOps
- Standardized terminology, improved validation and prioritization, and aligned business goals with execution through clear backlog structure and KPI integration
- Defined architecture, configuration, and governance for enterprise Aha! rollout, aligning tool structure with internal processes
- Established user roles, reporting framework, and training plan to enable scalable adoption across business units

## Digital Asset Management System

- Acted as Product Owner in complex SAFe environment, coordinating cross-functional team of 9 and ensuring delivery aligned with 7 other teams in the Agile Release Train

## AI & Digital Transformation Leadership

- Led digital transformation initiatives across multiple Fortune 500 organizations, aligning AI capabilities with product strategy and delivering measurable business impact

- Collaborated with C-suite executives and engineering teams to define scalable product architectures and improve software delivery velocity
- Designed and coordinated AI-powered solution for automated insights generation, reducing manual data analysis overhead by 40%
- Implemented SDLC and product development processes, identified strategy-delivery gaps, and streamlined time to production

## **Methodology Creator & Author**

### *Independent Work & Thought Leadership // 2022 - Present*

- Created and open-sourced the Hydro methodology for AI-human collaborative development, with supporting CLI tooling (ido4) enabling GitHub Projects integration and multi-AI assistant support
- Authoring 'SHIFT IT: A Playbook For Post-Agile World' - publishing 2026 on digital transformation and product leadership
- Active contributor through PM's Linkz blog on product development, digital transformation, and strategic leadership
- Speaking and mentoring on AI-driven product development methodologies

## **Senior Product Manager, IoT**

### *E.ON Energie Deutschland // October 2018 - August 2019*

- Led the Technical Solution Team for Smart Home IoT, defining cloud integration strategies and ensuring seamless device interoperability
- Designed and optimized IoT cloud architecture, improving latency and system reliability
- Managed a strategic partnership with Amazon Alexa, driving advanced voice-enabled smart home interactions
- Implemented automated validation frameworks for Smarthome Hub, reducing pre-market testing time by 30%
- Spearheaded the rollout of tools and processes including Aha, Jira, Confluence within the team

## **Head of Product, Co-founder**

### *Woogie (Aliens by Daria Ltd) // September 2015 - July 2018*

- Developed an AI-powered voice assistant for children, leveraging speech recognition and NLP for interactive learning
- Defined and executed the product vision, roadmap, and go-to-market strategy
- Nurtured strategic partnerships with major technology providers including Wolfram-Alpha, Nuance, Cisco, and Arm, securing key collaborations that accelerated product development and market positioning
- Oversaw all aspects of operations from budgeting, P&L, to supply chain management, ensuring optimal resource allocation and cost efficiency

- Built and managed a cross-functional team, directly supervising the engineering division for a year, setting the groundwork for robust product development before onboarding a CTO

## **CAREER FOUNDATION (1997-2015)**

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### **Managing Director**

*Switch Sports // January 2008 - April 2015*

Led operations, P&L management, and business strategy for sports retail organization

### **Information Technology Consultant**

*Freelance // January 2006 - January 2008*

Provided technology advisory and consulting services to various clients

### **Project Lead**

*Vodafone // January 2003 - January 2006*

Led complex the intranet project

### **Technical Lead**

*WBT Solutions // January 1999 - January 2003*

Early software development leadership, building technical foundation

### **System Administrator**

*XNet // January 1996 - January 1999*

Started career in systems administration for an Internet provider

## **EDUCATION & CERTIFICATIONS**

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- Academy of Economic Studies, Bucharest // Statistics and Digital Economics (2004)
- Data Science Certification - IBM
- Analytics Mastery Certification - Product Alliance
- Aha! Roadmaps Professional Certification - Aha! Academy
- ISO56002, Innovation Management Systems - Eicorn Academy

## **PROFESSIONAL ASSOCIATIONS & CONTRIBUTIONS**

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- Mentor at Product Makers, AI & Intelligent Applications track
- Product and Growth mentor at Techstars (BSH / Munich)
- Business mentor, Startarium (Bucharest)
- PM's Linkz, professional blog - product development, digital transformation, strategic leadership

## INDUSTRY EXPERIENCE

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Life Sciences • Healthcare • IoT • Smart Home • EdTech • AI/ML •  
Blockchain • Retail • Energy • Consultancy • SaaS • B2B • Enterprise  
Software • Consumer Technology • Digital Asset Management

## CORE COMPETENCIES

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### Product & Strategy

Roadmapping • Product Architecture • Agile (SAFe, Scrum, Kanban) •  
Data-Informed Decision Making • Growth & Market Analysis • Product  
Operating Model • AI Strategy • Outcome-Driven Development •  
Product-Market Fit Validation • Digital Transformation • ProductOps

### Leadership & Execution

Stakeholder Management • Cross-Functional Team Leadership • Strategic  
Thinking • Adaptive Communication • Storytelling • Proactive  
Problem-Solving • Change Management • Executive Alignment • C-Suite  
Collaboration • Team Coordination • Matrix Organizations

### Technical & Architecture

System Architecture • Cloud Platforms (AWS, Azure) • AI/LLM Integration  
• IoT Systems • Technical Leadership • Engineering Collaboration • SDLC  
Implementation • Software Delivery Velocity • DevOps • API Design •  
Microservices • Aha! • Jira • Azure DevOps • VersionOne • Confluence

## CONTACT INFORMATION

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Personal Email: [coman2904@gmail.com](mailto:coman2904@gmail.com)

Phone: +40 723-200868

LinkedIn: <https://www.linkedin.com/in/bcoman/>

GitHub: <https://github.com/b-coman>

Blog: <https://pmlinkz.substack.com>

Location: Bucharest, Romania