# Ciprian Costin Constantin

Senior Product Manager | Community Builder | B2B SaaS | Product Strategy | Cross-functional Leadership | iGaming & eCommerce
Bucharest, Romania | ciprian.constantincostin@gmail.com | +40746 904 007 | linkedin.com/in/ciprian-costin-constantin | Portfolio: ciprian.at4pm.com

## PROFESSIONAL SUMMARY

Senior Product Manager with 4+ years of experience defining product strategy, roadmaps and prioritization frameworks across B2B SaaS, eCommerce and regulated iGaming. Skilled at aligning engineering, design and business stakeholders around shared goals and coordinating initiatives that span multiple teams, such as localization (i18N), accessibility and an entitlement system migration. Also founded two products from scratch: Mama Mia, a digital dossier and guide for maternity, and Network, a community platform for people affected by layoffs. Background in QA leadership brings a strong delivery and quality focus.

## CORE COMPETENCIES

Product Strategy | Roadmap Planning | Product Discovery | Product Prioritization | Stakeholder Management | Cross-team Dependency Management | Product Governance | Backlog Management | OKRs | Agile/Scrum | B2B SaaS | eCommerce | iGaming | 0 to 1 Product Building

## PROFESSIONAL EXPERIENCE

### Founder & Product Manager | Network (independent project)
Oct 2026 - Present

*Free community platform in Romania for people affected by layoffs*

- Defined and launched a free platform where job seekers create a profile in minutes, companies post openings, and volunteer mentors offer CV reviews and mock interviews.
- Designed for privacy and trust: contact details stay private unless the candidate shares them, every job posting is checked manually before publishing, and users can request removal.
- Added priority visibility for long-term job seekers and outcome tracking, with only aggregate results published.

  Links: network.at4pm.com

### Founder & Product Manager | Mama Mia (independent project)
Apr 2026 - Present

*Web platform: digital dossier and guide helping Romanian mothers navigate maternity paperwork | Pre-launch: waitlist and free beta*

- Led market validation, including a survey and an audit of its results, to shape scope and pricing strategy.
- Wrote product requirements (PRDs) and defined the web architecture (React, TypeScript, Tailwind, Supabase).
- Designed a privacy-first approach for sensitive documents, with on-device OCR planned so ID images never leave the user's phone.
- Running B2B partner outreach to clinics, HR and benefits teams, and building the audience on LinkedIn.

  Links: mama-mia.app

### Senior Product Manager (US time zone) | Darwin CX
Jan 2026 - May 2026

*B2B SaaS Subscription & Audience Management Platform | Toronto, Canada | $38M funded | 300+ brands across 5 countries | B2B contract*

- Defined and drove the product strategy for localization (i18N) and accessibility, aligning **six product teams** to deliver the capabilities needed to expand into the German and French markets.
- Coordinated the migration from a legacy entitlement system to granular RBAC, enabling flexible subscription access tiers and **reducing access-related support escalations by an estimated 15%**.
- Coordinated roadmap execution and cross-team dependencies for platform-wide improvements, aligning engineering, design and business stakeholders.

### Product Manager (EU time zone) | Yopeso, for Limango (Otto Group)
Jan 2025 - Feb 2026

*Family eCommerce platform | 22M+ members | 40,000+ daily transactions across DE, NL, PL*

- Proposed a WebView-based architecture for key customer journeys across mobile platforms, **reducing development time by 60%**, keeping design consistent across Android and iOS, with simultaneous A/B tests and UX iterations on both.
- Defined roadmap priorities for the Android and iOS apps, balancing business goals, UX improvements and engineering constraints.
- Led alignment across **8 product teams**, Engineering, UX, CRM and BI; managed a mobile team of 4 developers and 2 QA engineers.

  Links: Limango Android | Limango iOS

**Product Manager | REEVO** Jan 2024 - Mar 2025

*B2B iGaming aggregator platform | 130+ providers | 20,000+ games | B2B contract*

- Defined the product vision and roadmap for the company website and the Client Zone portal: rebranded the website and built a self-service operating model that **cut onboarding effort by 1 week and operational dependency on internal teams by 30%**.
- Reworked the basic SEO settings of the company WordPress website, which helped it reach a **top 5 Google ranking within the first month and #1 within five months**.
- Prioritized initiatives with executive stakeholders, Marketing, Design and Sales, aligned to commercial objectives.

  Links: reevotech.com | Client Zone (video)

**Senior Product Operations Manager | 888, global iGaming operator** Aug 2020 - Dec 2023

- Implemented a scalable agile delivery process that supported portfolio growth **from 300 to 1,000+ titles in year one, with 10%+ YoY growth**, across 12 markets and 80+ game suppliers.
- Coordinated Product, QA, CRM, Database and Commercial stakeholders to improve delivery planning, operational efficiency and compliance.
- Led internal tooling initiatives that streamlined operational workflows and improved collaboration across teams.

**QA Test Specialist | Amber Studio** May 2020 - Aug 2020 (4 mos)

- Led QA strategy and process improvements, test planning, execution, documentation and defect triage; mentored team members.

**QA Analyst | King** Jun 2014 - Sep 2019 (5 yrs 4 mos)

- Ran regression, functionality, missions and UI validation across all King titles; managed the bug lifecycle; mentored team members.

**Compliance Test Lead | Electronic Arts (EA)** Mar 2011 - Jun 2014 (3 yrs 4 mos)

- Progressed from QA Tester to Compliance Test Lead, managing up to 12 QA professionals across Android, iOS, Windows and web.
- Worked with DICE and cross-functional teams on localization, compliance and release quality for AAA titles.

## SKILLS

**Product Management:** Product Strategy, Product Vision, Product Discovery, Product Prioritization, Roadmap Planning, Product Governance, Stakeholder Management, Agile/Scrum, SDLC, OKRs, User Story Writing, Acceptance Criteria, Product Operating Model, Backlog Management, Wireframing/Mockups

**Domain Expertise:** B2B SaaS, Subscription Management, Audience Management, eCommerce, iGaming, Content Operations, Compliance & Regulated Markets, Mobile Apps (Android/iOS)

**Tools:** Jira, Confluence, Figma, Miro, GitHub, Firebase, Buffer, Lovable, Supabase, ChatGPT, Claude, Gemini, Perplexity

## COMMUNITY & VOLUNTEERING

**Product Mentor & Community Helper | Product Makers (volunteer)** Apr 2025 - Present

- Mentored a cohort of 9 to 15 people in weekly sessions over 7 weeks in the "Transition to Product Management" track of the 7th edition of the pro-bono Product Mentoring Program.

  Links: productmakers.ro/mentoring

## CERTIFICATIONS, EDUCATION & LANGUAGES

**Certification:** Certified Scrum Product Owner (CSPO), Scrum Alliance, Apr 2023, ID 1766061

**Education:** SNSPA (National University of Political Studies and Public Administration), Public Administration

**Languages:** Romanian (Native) | English (Professional) | French (Limited)