

Cristian Bica

PRODUCT MANAGER

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Professional summary

Product Manager with over 10 years of experience designing and scaling data-driven technology products across Wolt, Tazz, Glovo, and Delivery Hero. Skilled in turning strategy into scalable, measurable growth through data, experimentation, and close collaboration with engineering and analytics teams.

I specialize in building platforms that monetize at scale (AdTech, logistics, marketplace tools) while improving efficiency and user experience. Known for translating complex operational challenges into tech-enabled product solutions with measurable business impact.

Selected impact highlights:

- Scaled Logistics-as-a-Service (LaaS) platform to 30k monthly orders within 7 months
- Delivered €30M annual savings through ML-based supply forecasting
- Launched 3 AdTech & Non-Commission revenue products, driving +2.3% GMV uplift

Work experience

Senior Product manager | Tazz & Wolt | 2023 – present | Bucharest

- Defined product strategy and roadmap for AdTech and Logistics-as-a-Service platforms, aligning business goals with engineering delivery.
- Led full product lifecycle (discovery-> delivery-> scaling) for Premium Placement, Flash Dealzz & CPC ad products, contributing +2.3% incremental GMV and ~€375K monthly revenue.
- Built product analytics framework (Quicksight + AWS) to enable cross-team visibility on user behavior, optimizing partner listings and improving conversion by +2pp commission uplift across top 3 cities (~€630K annual revenue).
- Partnered with Data Science and Engineering to redesign courier-order allocation algorithms, introducing a matching-cost model that boosted courier efficiency by 20% and cut €0.9 per order in cost.
- Scaled LaaS platform from MVP to full adoption, growing partners from ~2 to ~15 orders/day and reaching 30K+ monthly orders within 7 months.
- Integrated 3rd-party DSPs (StackAdapt, Symbiosis) to enable off-app AdTech campaigns for CPG partners, unlocking €10–18M in new annual revenue potential.

SEE Supply Excellence Manager | Glovo | 2022-2023 | Regional (8 markets in South-Eastern Europe)

- Collaborated with global product and engineering teams to design and implement ML-based supply-demand balancing systems for courier logistics.
- Rolled out the forecasting system regionally (8 countries), achieving ~€0.5 savings/order (~€30M annual impact) while maintaining delivery SLA.
- Led a cross-functional data team (6 analysts) integrating insights into product decision-making to enhance marketplace balance and cost efficiency.
- Created feedback loops between local operations and product teams to prioritize roadmap items improving courier engagement and performance.

Head of Product | foodpanda/Delivery Hero | 2019-2022 | Romania & Bulgaria

- Owned local product roadmap for the “Pandora” platform, collaborating with global engineering and UX in Berlin to ensure scalable deployments.
- Led development and rollout of 100+ features improving merchant onboarding, in-app UX, and operational workflows -> +3.2pp conversion uplift.
- Piloted Q-Commerce & Non-Commission Revenue products (first in Europe), resulting in +100K monthly orders and +1.5% GMV uplift.
- Managed a team of 4 Product Managers, embedding data-driven decision-making and agile product delivery principles.
- Coordinated cross-country migrations (CZ, HU) to Pandora tech platform and supported Germany’s launch, aligning dependencies across business and tech

Scrum Master | Optaros my MRM & E.On Romania | 2018-2019 | Bucharest

- Facilitated agile product delivery for enterprise digital platforms by aligning engineering, business, and stakeholder priorities.
- Drove continuous improvement and agile maturity across multiple delivery teams, ensuring on-time delivery of key platform initiatives.

Product Manager | Ascend NetSolutions & Digital Krikits | 2013-2018 | Bucharest

- Transitioned from Sales to Product; led design and development of Romania’s first food delivery platform (Oliviera) which later was acquired by BG Menu for ~€600k
- Delivered 20+ B2C and B2B software products (e-commerce, healthcare, streaming) translating client goals into user stories and technical specs
- Defined product architecture for Bringo’s multi-app ecosystem (User, Picker, Rider) later forming the foundation for the launched platform.

Core Skills

- Product Strategy & Monetization Models (CPC, NCR, Premium Placement)
 - Data Analytics, Machine Learning Forecasting, SQL, Looker
 - Cross-Functional Leadership, Agile, Stakeholder Management, Go-To-Market Execution
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Education

Master’s degree, Advertising – SNSPA | Bachelor’s Degree, Marketing – Spiru Haret

Tools & Platforms

SQL · Snowflake · Looker · Google Sheets · Data Studio · AppsFlyer · StackAdapt · Symbiosis DSP · Jira · Confluence

Languages

Romanian – Native

English – Full Professional Proficiency