



Alex Gacichevici

Digital Product Leader

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I'm a results-driven product leader with over 14 years of experience guiding cross-functional teams to deliver value at startups, scale-ups, and enterprises across Europe and the US. My career has spanned the full spectrum from hands-on QA and business analysis to product ownership and strategy consulting.

Skills

Product Vision & Strategy

Agile Methodologies

Cross-Functional Leadership

Stakeholder Management

Data-Driven Decision Making

Work history

Product Owner – Internal Applications

eMAG, Bucharest

2024

Current

Key Achievements

- Led product delivery for compliance-ready internal applications impacting hundreds to thousands of employees across HR, marketplace, and operational domains.
- Drove rapid MVP rollout and successful adoption for key tools including an internal permissions platform and a digital parking reservation system.
- Improved product delivery speed and reduced post-launch support by establishing clear documentation, stakeholder alignment, and process improvements.

Core Responsibilities

- Engaged with HR, marketplace, and technical leadership to gather requirements, conduct workshops, and map user stories for internal business solutions.
- Oversaw end-to-end product lifecycle: requirements, sprint planning, acceptance testing, and production rollout.
- Collaborated with engineering, design, and DevOps to ensure all releases met strict security, compliance, and integration standards.
- Served as the bridge between IT and business teams—translating complex needs into actionable user stories and features.
- Developed knowledge base articles, guides, and training materials to drive user onboarding and change management.

Work Environment

- Fast-paced, large-scale agile environment supporting both technical and non-technical stakeholders.
- Focused on business continuity, process optimization, and compliance within eMAG’s extensive digital ecosystem.

Senior Business Analyst / Product Manager

Bee Coded, Remote

2023
2024

Key Achievements

- Authored a comprehensive 100+ page Product Requirements Document (PRD) for a scientific research data visualization platform, supporting client alignment and successful project initiation.
- Led product management for a VTEX-based e-commerce extension, defining user stories, acceptance criteria, and product roadmaps to accelerate development.
- Streamlined requirements gathering and cross-team communication, enabling faster iteration cycles and clear stakeholder alignment.
- Supported technical teams in scoping, QA, and release validation across multiple enterprise client projects.

Core Responsibilities

- Conducted stakeholder interviews, market research, and competitor analysis for enterprise-grade software solutions.
- Produced detailed functional specs, user flows, and backlog items for both data-heavy and commerce platforms.
- Facilitated sprint planning, refinement, and retrospectives with distributed agency teams.
- Supported UAT, QA, and client demos, ensuring all deliverables met quality standards and requirements.

Work Environment

- Operated in a hybrid agency/client model with international project teams and multi-industry scope.
- Balanced business analysis and hands-on product management in a fast-paced, client-driven environment.

Product Owner / Agile Consultant (Contract)

LoyalFans, Remote

2023
2023

Key Achievements

- Optimized product delivery and workflow for a video-centric platform, helping streamline backlog management and sprint execution during a critical growth phase.
- Aligned Agile ceremonies and documentation practices to remote team needs, improving delivery speed and transparency.
- Contributed to the design and implementation of core video and streaming features, enhancing platform usability for creators and subscribers.

Core Responsibilities

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- Collaborated with product, engineering, and business stakeholders to clarify feature requirements and prioritize releases.
- Led daily stand-ups, sprint planning, and retrospectives for cross-functional development teams.
 - Produced user stories, acceptance criteria, and release notes; validated features for production deployment.
 - Supported platform QA and user feedback cycles, ensuring rapid response to high-priority issues.

Work Environment

- Short-term, contract-based engagement within a global, distributed product team.
- Fast-paced, startup-like environment with a focus on high-impact video and live streaming functionality.

**Product Owner / Scrum Master
(Contract)**

2022
2023

e-spres-oh, Remote (Romania-based agency)

Key Achievements

- Led product delivery and agile ceremonies for the Life360 mobile app, ensuring timely releases and stakeholder alignment.
- Owned feature scoping, user story documentation, and backlog management for Enfineo, a crypto banking platform.
- Drove cross-team collaboration and transparency, resulting in improved sprint velocity and reduced delivery risks.
- Facilitated the transition of QA and development workflows to align with global product standards.

Core Responsibilities

- Ran daily stand-ups, sprint planning, and retrospectives for multi-disciplinary teams.
- Created and maintained product requirements, acceptance criteria, and release plans.
- Acted as primary liaison between client stakeholders, designers, and development teams.
- Supported QA efforts by reviewing test coverage, validating releases, and triaging defects.

Work Environment

- Fast-paced agency, collaborating with both startup and enterprise clients in distributed team setups.
- Balanced agile leadership with hands-on product ownership in an international delivery context.

Product Manager

2020
2022

Crowdbotics, Remote

Key Achievements

- Managed full product lifecycle for multiple custom software projects, each valued at up to tens of thousands of dollars.
- Recognized as the “firefighter” PM for rescuing failing projects and retaining high-value clients.
- Delivered large contracts and supported rapid scaling by personally handling BA, PM, and QA roles across multiple teams.
- Improved project delivery by optimizing requirement breakdown, client communications, and agile team structure.

Core Responsibilities

- Owned client relationships from discovery through launch, translating needs into actionable specs and project plans.
- Recruited, onboarded, and managed internal and freelance developers, designers, and QA.
- Coordinated sprint cycles, backlog management, and weekly reporting to clients and executive leadership.
- Oversaw requirements gathering, documentation, and QA for each build, driving delivery and client satisfaction.

Work Environment

- Operated as an independent “mini-agency” within a fully remote, global team structure.
- Balanced direct client work with internal process improvements in a high-velocity, entrepreneurial setting.

QA Lead & Product Owner

Supertext, Remote / Stockholm, Sweden

2014

2020

Key Achievements

- Built and led QA operations from scratch, scaling coverage across SMS, MMS, mobile apps, and web for 2M+ monthly active users.
- Transitioned into Product Owner role for new markets (Angola, Indonesia), directly driving product launches, engagement campaigns, and user retention strategies.
- Reduced QA turnaround to 1–2 days per release through process automation and efficient team coordination.
- Spearheaded international collaborations with telcos, humanitarian groups, and B2B clients, supporting both commercial and educational deployments.

Core Responsibilities

- Designed and executed comprehensive test plans for web, mobile, and USSD platforms; managed usability and regression testing.
- Authored requirements, user stories, and market research for new products and verticals.
- Built and managed distributed QA and product teams, including hiring, training, and process creation.
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Led backlog refinement, sprint planning, and release management alongside C-level and cross-functional stakeholders.

Work Environment

- Operated in a remote-first, high-growth scale-up with distributed teams across Europe and Asia.
- Balanced hands-on QA leadership and strategic product responsibilities in a dynamic, international environment.

QA Engineer (Embedded Automotive Software)

2012

TotalSoft (Contractor for Volkswagen), Bucharest, Romania & Atlanta, USA

2013

Key Achievements

- Conducted technical QA for embedded software used in Volkswagen vehicles, ensuring quality and compliance for large-scale rollouts (tens of thousands of cars).
- Selected for a critical US-based release support mission, facilitating launch and integration with international engineering teams.
- Identified and resolved major issues in late-stage releases, directly contributing to on-time product delivery.

Core Responsibilities

- Designed and executed detailed test cases using CAN simulators and automotive diagnostic tools.
- Monitored, analyzed, and reported on real-time logs and software performance across multiple environments.
- Collaborated with German, Romanian, and US teams to translate requirements into actionable QA processes.
- Provided user training, technical documentation, and on-site troubleshooting during factory and office deployments.

Work Environment

- Worked in a fast-paced, international project setting—split between Bucharest and Atlanta.
- Adapted to automotive industry standards and cross-cultural teams; managed both desk-based and field-testing assignments.

Software Tester

2011

[Confidential Small Outsourcing Firm], Bucharest, Romania

2012

Key Achievements

- Supported the development of diverse business software and B2B platforms for international clients, with a focus on documentation and comprehensive QA coverage.
- Became the go-to liaison between business owners, clients, and technical teams, clarifying requirements and project scope.

- Upsold product improvements through proactive usability feedback, directly contributing to expanded project scope and increased client satisfaction.

Core Responsibilities

- Worked closely with founders and senior developers to document user stories and technical requirements for new features and modules.
- Developed and executed manual test plans, performed exploratory and functional testing, and provided clear bug reports.
- Helped implement bug tracking and regression testing cycles for legacy systems.
- Created user-facing documentation and supported rollout to both international and local clients.

Work Environment

- Operated in a lean, startup-style setting with flexible roles and direct client communication.
- Adapted quickly to changing priorities and maintained a self-driven, hands-on approach.

QA Tester

2010

Electronic Arts (EA), Bucharest, Romania

2011

Key Achievements

- Delivered intensive QA testing for multiple AAA titles, helping ensure stable global releases.
- Consistently ranked among top defect finders, raising 300+ bugs per project cycle.
- Enhanced team efficiency by improving bug tracking and reporting workflows.
- Supported rapid test cycles under tight deadlines during peak development periods.
- Promoted to direct EA employee for proven reliability and high performance.

Core Responsibilities

- Executed manual and exploratory tests across PC and console platforms.
- Documented test cases, tracked defects, and verified issue resolution.
- Provided actionable feedback on gameplay, usability, and edge-case scenarios.
- Worked closely with large, cross-functional QA teams in a fast-paced environment.

Work Environment

- Adapted to dynamic team sizes (50–300 testers) and shifting project priorities.
- Used proprietary tools for test management and defect tracking.