



Sergiu Butucea

Product Manager | Business Analyst

PERSONAL SUMMARY

Product Manager with 15+ years of experience in tech and a strong Business Analysis background. I specialize in launching platforms from scratch and leading cross-functional teams to deliver products that meet business objectives and user needs.

I bring a unique perspective to product management: deep understanding of requirements analysis combined with technical coordination skills. This allows me to bridge the gap between stakeholders, development teams, and end users.

My expertise includes leading teams from concept to launch, gathering and documenting requirements, implementing AI-powered solutions, managing marketplace platforms, and using data analysis to drive product decisions. I'm passionate about solving complex problems and building products that create real value.

WORK EXPERIENCE

Aroundwire

PRODUCT MANAGER

June 2020 - Present

Duties:

- Led a cross-functional team of 8 to launch a P2P service marketplace platform from scratch successfully
- Owned product roadmap and strategy, translating business goals into actionable requirements and user stories
- Developed detailed requirements documentation and functional specifications during the initial phase to define product requirements
- Managed sprint planning, backlog prioritization, and stakeholder communication to ensure timely delivery of features
- Conducted stakeholder interviews and user research to identify pain points and define business requirements
- Implemented AI integrations including automated response systems, hyper-personalized cold email campaigns, and an AI support agent that helps users find services and provides platform support
- Successfully navigated two-sided marketplace challenges, balancing the needs of both service providers and customers during platform growth
- Coordinated complex technical implementations across real-time messaging, geospatial search, reputation systems, and payment processing while maintaining intuitive user experience

ForceWind

PROJECT MANAGER

December 2020 - Present

Duties:

- Managing several concurrent client projects for software development outsourcing initiatives
- Responsible for stakeholder management and maintaining client relationships
- Leading requirements gathering sessions and translating business needs into technical specifications
- Creating Work Breakdown Structures (WBS) and managing project tasks to ensure on-time delivery
- Coordinating with development teams to align project execution with client expectations

RedRiver Apps

PROJECT MANAGER & UX/UI DESIGNER

April 2018 - June 2020

KEY SKILLS

Product Management

- Product Strategy & Roadmap Planning
- Agile Methodologies & Scrum
- Stakeholder Management
- Backlog Prioritization
- Requirements Analysis & User Stories
- Data-Driven Decision Making
- Cross-functional Team Leadership

Business Analysis

- Requirements Gathering & Documentation
- Process Mapping & Optimization
- User Stories & Acceptance Criteria
- Stakeholder Interviews & Workshops
- Business Case Development

Core Competencies

- Communication & Time Management
- Problem-Solving & Critical Thinking
- AI Integration & Automation
- Marketplace Platforms
- Empathy & User-Centric Design

TOOLS

- Jira, GitLab, Trello
- Figma, Adobe XD
- Google Analytics, Mixpanel
- N8N, Zapier

PERSONAL DETAILS

M: +373 79449005

E: butucea@gmail.com

LinkedIn:
www.linkedin.com/in/butuceasergiu

DOB: 27/06/1980

Driving license: Yes

Nationality: Moldavian

SPOKEN LANGUAGES

- English
- Romanian
- Russian

ACADEMIC QUALIFICATIONS

Moldova State University

1998 - 2003

major: Informatics

College of Informatics

1993 - 1998

major: Informatics

Duties:

- Working towards understanding the journey, needs and pain points of our customers and users while working in partnership with our Product Owner to consistently deliver on the roadmap and vision
- Initiated & redesigned the UI to reduce the usability issues
- Driving customer and business outcomes through user-centric design to deliver optimized experience that balance customer needs, business goals and implementation realities
- Collaborating closely with design and development teams to ensure a consistently high quality of output, within agreed delivery timelines

WPMatic

PROJECT MANAGER

March 2016 - April 2018

Duties:

- Responsible for safe delivery of projects to schedule and cost
- Managed project teams from initiation to completion
- Provided leadership to internal teams and clients while maintaining customer relationships
- Managed project delivery, process management, and resource allocation
- Launched and managed internal projects including wpmatic.io, teslathemes.com, and gteedeals.com
- Provided Due Diligence assistance for Tesla Themes and Gteedeals acquisitions

Red Sky Sp. z o. o.

PROJECT MANAGER & UX DESIGNER

November 2014 - June 2017

Duties:

- Launched several Android games with 5M+ total installs
- Assisted in launching Red River Apps

Self Employed

May 2009 - November 2014

Key activities:

- Freelance project and design work

Previous Experience

2002 - 2010

- Creafire / MobiTeam - Senior UI/UX Designer (2008-2010)
- TICKETSage - UI/UX Designer (2007-2008)
- Dezart-Design - Graphic Designer (2002-2007)

KEY ACHIEVEMENTS

- Successfully launched a P2P marketplace platform from concept to production
- Led cross-functional teams of up to 8 members across multiple time zones
- Implemented AI-powered features that improved user engagement and platform efficiency
- Created Android games that achieved 5M+ combined installs
- Contributed to successful exits of Tesla Themes and Gteedeals