



MATÚŠ MARCIN

PRODUCT MANAGER

CONTACT

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SKILLS

- Product Management
- Product Discovery
- Analytical Skills
- Software Development
- Agile Methodologies
- Change Management

LANGUAGES

- English
Fluent
- Slovak
Native
- Czech
Intermediate

PROFESSIONAL SUMMARY

Product leader with **20+ years** of experience spanning engineering, UX, innovation, and product management. Proven track record of transforming **strategy into outcomes** at Martinus, **Slovakia's most beloved bookstore brand**. Skilled at leading cross-functional teams, scaling product practices, and driving company-wide change. Known for delivering clarity in complexity and building high-impact, customer-centric solutions.

EXPERIENCE

February 2024 - Present

Product Manager & Strategic Initiative Lead Martinus

- Spearheaded shift from feature teams to empowered product teams across 2+ core product squads.
- Co-led platform selection & implementation for a new employee engagement system (700+ users), directly supporting cultural goals.
- Directed discovery and stakeholder collaboration for an attendance and shift planning overhaul across 20+ retail locations and warehouse teams, impacting over 500 employees.
- Mentored 2 product managers and coached 3+ teams in agile and product practices.

February 2023 - Present

Business Agility & Product Enablement Lead Martinus

- Co-founded Enablers Team with interim CEO to unblock delivery on company OKRs; supported 10+ strategic initiatives.
- Rolled out a company-wide project management framework used by 100+ employees, improving delivery consistency.
- Enabled 5+ teams through agile training and product coaching, boosting team autonomy and ownership.
- Led fixed-term initiative expanding catalog reach by 15%, unlocking new product data partnerships.

October 2020 - Present

Innovation Engineer (Product Discovery & Prototyping) Martinus

- Delivered 2 mobile apps (Knihovrátok and e-reader) in partnership with external teams, with 10,000+ users.

- Created library availability feature adopted by 100k+ users/month, improving discovery without cannibalizing sales.
- Developed “Knihorad” recommendation engine leveraging educational expertise, with 5,000+ user interactions in the first month.
- Produced >50 validated insights through 20+ discovery sprints and experiments.

April 2019 - Present

Senior Full Stack Developer

Martinus

- Handled end-to-end architecture and delivery of internal and customer-facing products, working in cross-functional squads.
- Implemented several larger features, owning the technical and architectural part, co-creating the product solution along with a business owner and/or internal users.
- Paperless order fulfillment and paperless in-store reservation system.
- Smart sorting station for in-store pickups.
- Knihovratok, our book buyback and resale program.

November 2017 - Present

Frontend Team Lead

Inline Manual

- Built key Vue.js components for onboarding platform.
- Managed 3 frontend developers.

January 2015 - Present

Consultant & Lead Software Engineer

GlobalLogic Slovakia

- Lead Developer and Scrum Master on The Economist digital platforms.
- Headed Web Practice; advised 5+ client teams, drove best practices across 2 offices.

January 2006 - Present

Various Freelance Roles

Matúš Marcin

- Web Developer, Instructor, Consultant.
- Delivered 200+ hours of instruction (Learn2Code), teaching HTML5, CSS3, and JavaScript.
- Built 15+ client websites using PHP, Symfony, and React; led 2 international projects.

January 2012 - March 2019

Owner & Chief Barefoot Runner

Behnaboso.sk

- Company Overview: Self-employed

- Founded and grew a niche e-commerce brand focused on barefoot running, reaching €30k+ annual revenue.
- Led workshops on barefoot running, presented benefits and gave interviews for regional and national TV, radio and newspaper.
- Self-employed

EDUCATION

MSc & BSc in Computer Science

Technical University of Košice

Computer Systems

Secondary Electrotechnical School

VOLUNTEER EXPERIENCE

August 2022 - Present

Aid Station Coordinator

Cassovia Trail Runners

I love running but I don't always feel like running 100+ km in the mountains so instead I help other have a great experience participating in two races we organize every year.