

Andrija Šimić, mag.oec.

ICT Product owner at Hrvatski Telekom

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SUMMARY

Business and tech-savvy professional, with a **Master's degree** from the Faculty of Economics and Business Zagreb and **8+ years of experience** in **ICT, IT and telecommunication** industries.

Working as a multi-faceted, **technical and commercial role** which consider and articulate the strategic big picture, whilst being involved in the fine detail of product proposition research, design, validation, analysis and delivery.

Proven results in product and project management, as well as in business analysis and development.

Gained industry experience in providing ICT solution for different verticals using various technologies such as: **DC infrastructure, Cloud, SaaS, IaaS, IoT** for Finance, IT, Automotive, Logistics ...

MY WORK

ICT Product owner - DC essential services

03/2020 - Ongoing

- **Product owner** for **DC essential services** (including data center, collocation, Cloud storage and professional storage)

Construction of telcom data center

07/2017 - Ongoing

- Commercial and business lead for **building HT data center** responsible for investment - value - 3+ mil €

DT AG PAN IP Web presence project

10/2016 - 08/2017

Team member - Product management responsibilities

- Design and development of Web presence SaaS service
- E2E design responsibility - customer journey

ICT Collocation

08/2014 - Ongoing hrvatskitelekom.hr/poslovnict/kolokacija

ICT product manager

- Increased revenue by 120% in 3 years
- Lead for migration of IT/NT equipment in data center for 10 customers

Cloud Nadzor vozila

03/2013 - Ongoing hrvatskitelekom.hr/poslovnict/cloud/nadzor-vozila

ICT Product manager

- Revenue from service - 5+ mil €
- Market leader in SaaS fleet management - acquired 30% of market

EXPERIENCE

Experience shortlisted

[Hrvatski Telekom](#), [CARNet](#), [Iglo.hr](#), [Pinguski.hr](#) 09/2009 - Ongoing

- Hrvatski Telekom - Senior ICT Specialist, ICT Specialist, Customer care agent
- CARNet (Croatina Academic and research network) - Senior Associate, Associate

EDUCATION

Master of Economics - Analysis and Business planning

[Faculty of Economics and business University of Zagreb](#)

2012 - 2015

- Graduate with the highest degree on Master's thesis "Information systems as a support for Controlling" and achieved academic degree Master of Economics (mag. oec.)

Bachelor of Economics

[Faculty of Economics and business University of Zagreb](#)

SKILLS

- ✓ Product management, Business development
- ✓ Cloud - SaaS, IaaS
- ✓ IoT, Digitalization
- ✓ Business and financial analysis, business cases, strategy, pre-sales, solution delivery

COURSES AND CERTIFICATES

ITIL® Foundation Certificate in IT

Scrum master

Scrum Alliance

Talent program 2019

Company program for experts with high growth potential

ICT solution selling

Acta Non Verba International

Service Design Thinking

Cotrugli Business School

FIND ME ONLINE

 **LinkedIn**
www.linkedin.com/in/asimic/

EXPERIENCE

ICT Product owner - DC essential services

Hrvatski Telekom

📅 03/2020 - Ongoing

- Through this role I was named as **Product owner for DC essential services** (including data center, collocation, Cloud storage and professional storage).

Doing my daily job I'm trying to be Product owner who is:

Visionary - clearly communicating the product vision, strategy, business goals and objectives with all the relevant parties.

Collaborative - engaging with, and closely working together with the various stakeholders and Development Team.

Customer Representative - focused on helping others to understand what customers need, what their challenges are, what pains and gains they have.

Decision Maker - selecting and ordering of the Product Backlog so that the highest value is delivered first.

Experimenter - trying out new things, exploring, innovating and therefore; experimenting.

ICT Expert

Hrvatski Telekom

📅 10/2015 - 03/2020 📍 Zagreb

Croatian leading Telco operator

- Product, Project and Proposition manager responsible for development and implementation of new products and processes in to the internal OSS/BSS systems (CRM, billing, ERP,...) accountable for financial and technical part of services
- Act as the "voice of the customer", ensuring that customer requirements are at the heart of product development activities
- Identify product features and enhancements and manage their entire life-cycle from idea conception to post-launch monitoring and improvements
- Pro-actively engage in learning and researching on new technologies and trends
- Responsible for planning of specific goals (gross adds, net adds, churn, subscriber acquisition and retention cost, ARPU, revenue, EBITDA, net margin, size of customer base, etc.) related to ICT products
- Define product roadmap and product requirements based on various input
- Working closely with the sales, presales, technical teams and marketing teams to map customer business and requirements to technical/functional solutions
- Leading: HLD, LLD; business case; project, technical, legal, procurement and marketing documentation; partner management; hardware management; internal education
- Lectures held:
 - „Optimizing fleet with Cloud Technologies“ at Supply chain conference organized by ZSEM
 - „Case study of HT data center“ at IDC Adriatic's conference - <https://www.bizit.hr/idc-konferencija-o-podatkovnim-centrima>
 - "Fleet conference - implementation and future of fleet mgmt. service" - <http://www.tportal.hr/gadgeterija/autozona/450135/Fleet-management-HT-a-stedi-gorivo-vrijeme-i-novac.html>

ICT Specialist

Hrvatski Telekom

📅 03/2013 - 10/2015 📍 Zagreb

- Defining solution designs (including HW, SW and technical requirements) for SaaS fleet mgt solutions and DC infrastructure/IaaS solutions
- Project leader for implementation of fleet management services in organizations (METRO Cash & Carry Inc., Podravka Inc., Croatian Ministry of Justice, Roto, Croatia osiguranje,...) and migration of customers IT/NT equipment in the HT's data center (Iskon Inc., HPB, Addiko...)
- Analysis and follow-up reports on revenue, cost, acquisition and comparison with a budget plan/forecast
- Track, define and report on key business & market responses, including feature penetration, features acceptance, revenue attainment, product promotion and customer satisfaction
- Monitors the quality and effectiveness of E2E processes in the ICT sector, suggests improvements and coordinates their implementation
- Raising awareness on market for ICT and Cloud services (SaaS) through various channels (online, conference, use cases,...)
- Defining strategic approach depending on the life-cycle stage of product for revenue assurance and fulfilling KPI's

Senior Associate / Associate

CARNet

📅 02/2009 - 03/2013

Croatian Academic and Research Network

- Mentoring and introducing new employees in to the work which included training, evaluation, corrective measures until achieving competences for independent work
- Providing support (through channels: phone, email, letter, fax, Facebook, Skype,...) for:
 - o CARNet CMS (Content Management System) system for schools
 - o Polycom PVX video conferencing used by University of Zagreb
 - o Administration of Public server (server permissions, uploading content on a server, setting up static and dynamic websites,...)
 - o virtual servers and thin clients
 - o on-line databases
 - o DNS (Domain Name System)