

CRISTIAN FILIMON

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SUMMARY

Hi, I'm Cristian, Senior Product Manager with over 10 years of experience across digital transformation, CRM implementation, data integration, and agile delivery. Adept at bridging the gap between business needs and technical execution, with deep expertise in requirements elicitation, stakeholder engagement, system design, and customer-centric delivery. Proven ability to operate in regulated environments, lead discovery and design phases, and drive process optimisation through iterative, value-driven development.

WORK HISTORY

Senior Salesforce Product Manager, Publicis Sapient

Jul 2024 - Present

- Delivered Salesforce Data Cloud segmentation and activation workflows with Salesforce Marketing Cloud, overseeing the data integration process across multiple data streams.
- Led data processes by leveraging Salesforce Data Cloud's native capabilities, improving data hygiene, cleansing, integrity, and compliance in ingestion and segmentation workflows.
- Conducted stakeholder briefing sessions, translated market requirements into technical documentation, and facilitated prioritisation with the data analysts team.
- Led product discovery workshops with various clients from the healthcare industry, managing backlog refinement and acceptance criteria for Salesforce Sales Cloud integration.
- Contributed to presales initiatives by assessing client infrastructure, defining high-level requirements, and supporting proposal development in data programmes and Salesforce solutions.

Product Manager, Amaze Podspace

Jan 2022 - Jul 2024

- Accelerated problem-solving and innovation by leading solution design sprints, reducing time-to-decision for key challenges. Aligned product vision with business strategy by defining and structuring OKRs.
- Increased Customer Lifetime Value (CLTV) by 50% and reduced onboarding costs by 40% through improved data workflows, segmentation, and automation.
- Led the successful migration from individual on-premise CRMs to a unified SaaS-based infrastructure, including stakeholder discovery workshops, process documentation, data mapping, and cross-functional alignment to streamline sales and marketing operations.
- Partnered with cross-functional external teams to define requirements, prioritise features, and manage dependencies across UX design, development, and external vendors.
- Improved operational efficiency by automating critical processes (sales, video production, CRM, finance, reporting) through no-code SaaS solutions and by orchestrating API infrastructure and integration.

Technical Product Manager, SEOMonitor

Sep 2019 - May 2021

- Delivered API-based integrations and internal dashboards; launched the first Business Intelligence dashboards for the executive team, improving internal data visibility.
- Launched the SEOMonitor Marketplace to enable third-party module integration, and introduced SEOMonitor Trends as a responsive market adaptation during COVID.
- Enhanced agile methodology adoption for internal solutions and data architecture teams—SysAdmin and DevOps—by refining and prioritising the product backlog, ensuring delivery of high-value outcomes.

Technical Product Manager, Symbolic Software

May 2015 - Sep 2019

- Managed digital transformation initiatives for clients, including CRM implementation, system integrations, API management, SaaS rollouts, and custom development.
- Responsible for stakeholder management, product roadmaps, business case development, and technical specifications.
- Led and coached a multidisciplinary team of 13 developers, supporting skill development, Agile adoption, and stakeholder engagement techniques.

OLDER EMPLOYMENT

Product Manager, Comodo; Bucharest, Romania

Feb 2013 - Dec 2014

Digital Project Manager, Avia Motors; Bucharest, Romania

Jul 2010 - Mar 2012

KEY SKILLS

Requirements Elicitation & User Story Definition

Salesforce CRM Migration

Agile & Waterfall, Roadmap Ownership

Data Integration & API Workflows

UAT Planning & Execution

Business Process Mapping (BPMN/UML)

Cross-Functional Stakeholder Engagement

Change Management

BI & Reporting (Power BI, Data Studio, Tableau)

SIDE PROJECTS

Creator of Automation Valley; from May 2024

A weekly newsletter offering actionable insights on automation for entrepreneurs, employees, and marketers, fostering efficiency and innovation through practical use cases and tool showcases.

COURSES

Google Data Analytics, Google; 04/2025

Salesforce Data Cloud Consultant, Salesforce; 01/2025

SAFe Product Owner/Product Manager (6.0), Scaled Agile; 03/2025

Agile Project Management, Google; 02/ 2025

Basic, Intermediate and Advanced certification, Make.com; 11/2024

AI for Everyone, DeepLearning.ai; 04/2023

Professional Scrum Product Owner I (PSPO I), Scrum.org; 01/ 2021

KEY CONTRIBUTION

PRODUCT DELIVERY: BPMN, User Stories, Use Cases, UAC, Lucidchart, Draw.io, Jira, Confluence, Miro, Notion, Clickup, Make.com, Zapier

DATA & REPORTING: Power BI, Google Data Studio, SQL (queries, views), Tableau, Google Analytics, Advanced Excel skills

CRM: Salesforce Data Cloud, Sales Cloud, Marketing Cloud, Microsoft Dynamics

Defined and refined functional and technical requirements in complex transformation programs, aligning delivery with business objectives and regulatory standards.

Mentorship & Team Coaching: fostering delivery maturity and knowledge transfer across junior BA and tech team members

Collaborated with senior stakeholders and SMEs across business and technology to facilitate gap analysis, roadmap development, and solution design.

Improved cross-platform visibility by delivering internal BI dashboards and supporting reporting logic using SQL, Power BI, and Google Data Studio.