



COSTIN GUCI

Senior Product Owner / Product Manager
Graphic Designer · AI Enthusiast



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Bucharest, Romania



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CHECK ME OUT!

+ THINGS ABOUT ME COOL

I am a decisive, proactive, result oriented, very analytical person, business and product leader with 20+ years of experience across telecommunications, banking, digital channels, payments, omnichannel platforms, and business transformation.

Throughout this journey, my focus has remained the same: building useful products, improving customer experiences, helping teams work better together, and turning complex business needs into clear, practical solutions.

I bring a balanced mix of strategic thinking, hands-on delivery, and strong relationship management. Comfortable working with senior stakeholders, cross-functional teams, and external partners, with a collaborative style that combines structure, curiosity, accountability, and a genuine interest in creating measurable business value.

I am a total geek for technology (Apple products addict), devices and the seamless experience that should arise over their interconnection, and what their use can be into helping people simplify their life.

I am passionate about all the things I do, involved in several non-profit organizations for promoting good values and culture, but also volunteering as much as I can for helping my community but also people in need.

+ MASTERED SKILLS CORE SKILLS

- Strategic business development and business planning
- Partnership management, vendor collaboration, and cross-functional stakeholder alignment
- Product management and product lifecycle ownership, commercial strategy support and go-to-market collaboration
- Market analysis, business intelligence, KPI tracking, and ROI-based prioritization
- Process optimization, workflow improvement, and change initiative delivery
- Business case development and operational performance monitoring
- Project management across complex, multi-team initiatives
- AI & Digital Skills: Prompt Engineering, Generative AI Tools, Workflow Automation, Data-Driven Decision Making.
- Advanced Excel, business intelligence tools, JIRA, Confluence
- Fluent English; strong communication and presentation skills
- Financial services, fintech, digital banking, payments, e-commerce, and telecom exposure

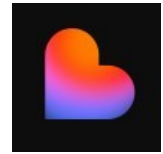
+ CERTIFIED SKILLS

OVERVIEW

CERTIFIED SAFE® 6
PRODUCT OWNER &
PRODUCT MANAGER
(EXPIRED)



CERTIFIED
L4: PLATINUM
VIBE CODING
LOVABLE.DEV



CERTIFIED AGILE
LEADERSHIP
ORGANIZATIONS®



CERTIFIED AGILE
LEADERSHIP
ESSENTIALS®



COPILOT AND AGENT
ADMINISTRATION
FUNDAMENTALS



CLAUDE
CERTIFIED
ASSOCIATE:
FOUNDATIONS



+ PREVIOUS COMMITMENTS

MOST RECENT

**My Vodafone App Capabilities
IT Senior Product Owner**
IT Digital Engineering Team
Vodafone Romania Technologies

October 2023 - present

Led cross-functional (up to 20) teams of engineers, operations specialists, and designers to deliver mobile and digital platform initiatives serving 2.8M customers, while keeping people aligned around shared goals and practical execution.

Managed roadmap prioritization, balancing business value, customer needs, and delivery realities in a fast-moving environment.

Helped improve mobile app stability by 85% through architecture and delivery improvements, creating a smoother and more reliable experience for customers.

Worked closely with product, engineering, and operations stakeholders to improve payment processing efficiency by 15% through API optimization.

Delivered 12 major releases through agile planning, structured coordination, and close follow-through on priorities and deadlines.

Partnered with engineering, legal, security, and operations teams to support regulatory compliance and maintain strong business continuity.

**Career Sabbatical
Relocated to France**

March 2022 - October 2023

Career sabbatical during which I moved to and lived in France.

**My Vodafone App
Care & Payments Product Owner**
Digital Tribe
Vodafone Romania

March 2021 - March 2022

Led a distributed team across Romania and Egypt to launch and scale payment-related products, building strong collaboration across functions and locations.

Contributed to launching 6 products from scratch, helping expand digital payment capabilities and support new business opportunities.

Improved payment success rates by 35% and reduced transaction processing time by 50% through product, process, and architecture improvements.

Supported acquiring and e-commerce payment solutions handling 25M monthly transactions, with a strong focus on reliability, customer impact, and business performance.

Helped maintain 99.9% uptime for critical payment infrastructure by coordinating priorities clearly between product and engineering teams.

Facilitated open, constructive discussions with internal and external stakeholders on APIs, systems architecture, fraud detection, and roadmap delivery.

Senior Product Manager

Multichannel & CRM department
Intesa Sanpaolo Bank Romania

May 2019 – March 2021

Led digital transformation initiatives for banking and payment platforms serving 500K customers, connecting business goals with practical delivery plans.

Delivered a PSD2-compliant card mToken solution, supporting secure customer journeys and strong regulatory alignment.

Supported POS profitability strategy and payment platform optimization through clear business specifications, commercial focus, and cross-functional collaboration.

Contributed to the implementation of the Digital omnichannel platform by adapting group-level requirements to local market needs and business priorities.

Worked closely with internal stakeholders and partners to turn business ideas into well-defined product and process initiatives.

Omnichannel Product Manager

Marketing & Product Management department
BRD – Groupe Société Générale

July 2018 – May 2019

Defined branch, ATM, MFM, kiosk, and digital banking distribution strategies to improve customer access, channel efficiency, and service experience.

Led ATM network optimization and machine renewal initiatives to improve footprint efficiency and support profitability goals.

Supported the rollout of a new cashless branch model, combining service design, operational thinking, and customer experience improvement.

Oversaw the development of My BRD Corner, a self-service kiosk integrated with internet banking, helping modernize branch engagement.

Campaign Manager

Marketing & Product Management department
BRD – Groupe Société Générale

January 2015 – July 2018

Developed annual integrated communication strategies with budget ownership and KPI tracking, improving performance visibility and execution discipline.

Managed agency and market research relationships to optimize campaigns and strengthen business results.

Led UX improvements for internet and mobile banking journeys, helping align customer experience with commercial objectives.

Directed branding and implementation projects for self-service banking channels including ROBO kiosks and ATM estate modernization.

2002 – 2007



Graduated from **Academia de Studii Economice Bucuresti**
- **Business Administration in foreign languages** – FABIZ (former SELS) in English

Graduated from **Traian High-School** – Constanta**+ MY BABEL
TOWER**sometimes
I even think in ita rather
good listenerspeaking & eating
rather than writing**+ VOLUNTEERING
&
ACCOMPLISHMENTS**

2011 – present

OUR BIG DAY OUT obdo.ro - Volunteer for OBDO activities and events, by gathering funds & products, packing & delivering presents and interaction with institutionalized children and old people.

2013 – present

VESPA SCOOTER CLUB ROMANIA clubvespa.ro - Founding member of local NGO established for promoting and defending the Vespa values and tradition in Romania, by creating a local platform with a clear brand and benefits for members and also by organizing recurrent events.

2005 – 2010

CONSILIUL A TINIRLOR ARMĂŢI ctarm.org - Founding member of local NGO established for promoting the ethnic values and culture of the Aromanian (Vlah) nationality, creating a local platform with specific goals and connecting it to European platform for promoting ethnic nationalities (YENI.org), but also by organizing cultural events with youth Aromanians.**+ PERSONAL
SKILLS &
COMPETENCES****SOCIAL SKILLS**

Really organized / Good abilities for views over concrete situations / End-view oriented work capacity / Problem-solving attitude / Responsible / Self-respect and self-reliance / Strong referential values of fairness, equity and dignity / Ability to establish and maintain good working relations with people of different national and cultural backgrounds

COMPUTER & TECHNOLOGY SKILLS

Proficiency in file editing: Microsoft Suite, Adobe Professional / Proficiency in graphic design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Spark / Proficiency in technical and practical abilities in all types of devices & technology / High level of skills in UX tools & Digital Design prototyping: Adobe XD, Adobe After Effects, Sketch, InVision App / Proficiency in Web Design using WordPress CMS (php platform)

CORPORATE TRAINED IN

Time Management / Initiation in Sales / Customer Focus / Brand Engagement

**+ OTHER
PREVIOUS
COMMITMENTS****Cards & Digital Banking Product
Manager**

May 2014 – January 2015

Product Management department
Volksbank Romania

Managed cards and digital banking product activities across the lifecycle, supporting commercial growth and customer experience improvement.

Contributed to a new credit card launch, from business specifications through go-live and internet banking integration.

Alternative channels Product Manager

October 2010 – May 2014

Product Management department
Nextebank (former Romexterra Bank)

Owned strategy and enhancements for internet and mobile banking channels, focusing on innovation, usability, and process improvement.

Delivered a mobile banking application from scratch with the in-house IT team, translating business needs into customer-facing functionality.

Managed internet banking enhancements, audit documentation, and regulatory approvals to support reliable digital service delivery.

**+ SOME OF
MY OTHER
PAST
EXPERIENCES**

**LONG
TIME
AGO**

Online Marketing Specialist

Marketing Department
Royal Bank of Scotland

August 2010 – October 2010

Alternative Service Channels Officer

Business Development Department
ABN AMRO Romania

May 2007 – August 2010

Relationship Manager

Sales force, Customer Service
ABN AMRO Romania

March 2006 – May 2007

Account Administration Officer

Account opening and closing, account blocking, account reconciliation, back-office responsibilities
ABN AMRO Romania

July 2005 – March 2006

Web-designer

Direct Initiatives Advertising Staff S.R.L.
Advertising

February 2004 – May 2015

Receptionist

Sulina Hotel, Sulina S.A. - Neptun
Tourism

July 2003 – August 2003
