

Bruno Pavelja

Product & Operations Leader | Product Manager | DevOps

PORTFOLIO: pavelja.com | LINKEDIN: [Bruno Pavelja](#) | E-MAIL: bruno@pavelja.com | PHONE: [+385 92 502 0999](tel:+385925020999)

PROFESSIONAL SUMMARY

Operations and product leader with 10+ years in small IT companies, combining company operations, product work, and hands-on technical support. Helped grow a remote-first company from 5 to around 30 people, leading hiring, team coordination, delivery planning, and day-to-day operating rhythm. Worked closely with the CEO on company planning, product direction, and go-to-market decisions, while staying close to engineering on feasibility, infrastructure, and production issues.

IMPACT HIGHLIGHTS

- Led company operations end-to-end: client acquisition, hiring (25+ hires), project delivery, financial planning, and crisis response during 95%+ revenue disruption
- Owned full people lifecycle: hiring, onboarding, performance cycles, compensation, and difficult exits; retained core team through 18+ months of uncertainty
- Owned multiple internal SaaS products from discovery to launch; built business models, ARR projections, and GTM strategy for ~\$1.2M investment; participated in 15+ investor meetings
- Hands-on DevOps throughout: CI/CD pipelines, Kubernetes operations, monitoring, and production support

CORE CAPABILITIES

- **Product & Strategy:** Roadmaps, prioritization, discovery, market research, positioning, GTM planning, business modeling, ARR forecasting
- **Operations & Delivery:** Org design, hiring, performance cycles, delivery governance, cross-functional coordination, crisis management, scenario planning
- **Product Ops:** Request intake, planning cadence, roadmap reviews, release coordination, decision documentation, stakeholder alignment
- **DevOps & Platform:** CI/CD (GitLab CI, GitHub Actions), Docker, Kubernetes, Terraform, Ansible, observability (Prometheus, Grafana, Loki)

EXPERIENCE

CRIONIS LLC — Product & Operations Lead (COO)

Jan 2015 – Present | Croatia / Remote

Product development studio building internal SaaS products alongside client work. Grew from 5 to 30 people.

Operations & People Leadership

- Led company-wide operations: delivery execution, hiring, contracts, and cross-team coordination
- Owned people processes: recruiting, onboarding, performance cycles, compensation, offboarding (25+ hires total)
- Built operating procedures to improve delivery predictability; served as CEO's primary operational partner

Product Leadership & Strategy

- Owned product scope, prioritization, and delivery alignment across internal products
- Conducted market research, competitive analysis, and customer discovery to guide positioning
- Defined success criteria for launches; led continue/pivot/stop decisions based on usage data

Product Operations

- Built Product Ops practices: request intake, prioritization framework, planning cadence, roadmap reviews, decision logs
- Standardized stakeholder request handling to reduce priority conflicts and protect delivery focus

Crisis & Financial Planning

- Led response to major revenue disruption (95%+ client concentration loss): scenario planning, cost control, restructuring
- Extended runway from ~10 to 30+ months; maintained transparent team communication throughout transition

DevOps & Platform Enablement

- Built and maintained CI/CD pipelines (GitLab CI, GitHub Actions) covering build, test, and automated deployments
- Provisioned and operated DigitalOcean Kubernetes for SaaS backend; owned day-to-day production operations
- Implemented observability (Prometheus, Grafana, Loki) with actionable dashboards and alerting

DevOps & Platform Consultant

Paveljame | May 2018 – Dec 2025 | Selective contract engagements

- Delivered Infrastructure-as-Code solutions (Terraform, Ansible) improving repeatability and reducing manual work
- Built CI/CD pipelines and monitoring stacks; led cloud migrations focused on stability and cost efficiency
- Implemented backup/restore workflows, operational runbooks, and observability foundations

KEY PRODUCT INITIATIVES

Newsdrop — News Aggregator SaaS (2020)

- Led full lifecycle from discovery to launch; #1 Product of the Day on Product Hunt, 4.8 App Store rating, 15% free-to-paid conversion
- Conducted market research to define positioning and MVP scope; built pricing model and cost projections
- Led data-driven discontinuation decision when acquisition costs exceeded sustainable unit economics

Crio — UI/UX Design Tool (Pre-launch, ~\$1.2M Internal Investment)

- Built and owned business model, ARR projections, GTM strategy, and financial plan end-to-end
- Participated in 15+ investor and mentor meetings; contributed to product narrative and positioning
- Led teams analyzing UI/UX components across existing products to identify differentiation opportunities
- Addressed delivery bottlenecks through team structure decisions, improving execution efficiency

EARLIER EXPERIENCE

- Vermilion (2016–2018): Co-founder. IT agency, client acquisition, web development.
- ODIN d.o.o. (2013–2014): Front-end developer, promoted to project management.
- Arthur d.o.o. (2010–2012): Web administrator, IT support.

SKILLS & TOOLS

Product & Ops: Roadmaps, prioritization, discovery, GTM, hiring, performance management, crisis management, delivery governance

Technical: Docker, Kubernetes, Terraform, Ansible, GitLab CI, GitHub Actions, Prometheus, Grafana, Loki

Tools: Trello, Figma, Google Sheets, Hub Planner