

Bruno Pavelja

Product Lead | Product Manager | Product Operations

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PROFESSIONAL SUMMARY

Product leader with 10+ years building SaaS in small teams with limited budgets. I work with leadership to decide what to build, define scope, and ship. I push back when teams want to quit too early, and I know when to stop when data is clear. I build the structure teams need to deliver consistently: how requests come in, when we plan, and how we stay aligned on priorities. Technical background in DevOps helps me evaluate feasibility with engineering and keep infrastructure costs under control.

PRODUCT LEADERSHIP FOCUS

- **Prioritization and trade-offs:** Balancing scope, time, and cost
- **Discovery and validation:** Market research, competitive analysis, customer feedback, demand signals
- **Product operations:** Intake processes, planning cadence, roadmap reviews, release coordination, decision documentation
- **Launch planning and evaluation:** Defining success criteria, post-launch analysis, deciding whether to keep investing
- **Technical partnership:** Working with engineering on feasibility and infrastructure costs
- **Executive communication:** Clear options and recommendations for leadership

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. I led product for internal initiatives and worked directly with the CEO on prioritization, investment decisions, and go/no-go calls.

Product Leadership & Ownership

- Owned product scope, roadmap, and priorities for internal SaaS products from early concept through post-launch evaluation
- Conducted market research, competitor analysis, and user feedback synthesis to guide positioning and MVP scope
- Built business cases and financial models for new initiatives; created investor-facing product plans
- Led prioritization with CEO: balanced customer value, team capacity, and budget constraints
- Made team structure and hiring recommendations to resolve delivery bottlenecks

Product Operations & Process

- Built the structure for consistent delivery: how requests come in, when we plan, and how priorities stay visible
- Defined measurable success criteria before each launch to enable objective post-launch evaluation
- Maintained alignment across design, engineering, and leadership during resource constraints and shifting priorities

Key Product Initiatives

Newsdrop (News Aggregator SaaS, Public Launch 2020)

- Led from discovery to public launch; #1 Product of the Day on Product Hunt (Dec 2020)
- Conducted market research (competitor testing, user review analysis, industry and revenue research) to define positioning and MVP scope
- Coordinated design, development, and launch marketing (priorities, delivery, launch assets, and timing)
- Built the pricing and revenue forecast, and modelled costs to support pricing decisions
- Redesigned the infrastructure approach, cutting projected monthly costs by ~78% (€2,000 → €450)
- Presented post-launch acquisition cost data and proposed a wind-down plan (whitelabel, potential sale)

GDPR Consulting & Informer (Compliance Portal and Services, 2018)

- Took ownership mid-project during peak GDPR demand; repositioned offering and led launch execution
- Built market presence through informer portal and conference organization
- Executed planned deprecation as regulatory demand normalized

Crio (UI/UX Design Tool, Pre-launch)

- Built and owned business model, ARR projections, and GTM strategy for ~\$1.2M internal investment
- Participated in 15+ investor and mentor meetings; presented product narrative, market position, and financials
- Validated demand through direct designer outreach on LinkedIn
- Created project plan: timeline, cost projections, and team structure requirements

DevOps & Platform Consultant

May 2018 – Dec 2025 | *Selective contract engagements*

Helped small product teams with practical, cost-conscious infrastructure automation (Terraform, Ansible, Docker), CI/CD pipelines (GitLab CI), and monitoring setup (Grafana, Prometheus, Loki).

EARLIER EXPERIENCE

- **Vermilion (2016-2018):** Co-founded IT agency; led client acquisition and project delivery
- **ODIN (2013-2014):** Front-end developer, promoted to project management within 12 months
- **Arthur (2010-2012):** Web development and IT support

SKILLS

Product: Roadmaps, prioritization, discovery, market research, positioning, product ops, stakeholder communication

Technical: Linux, Docker, Terraform, GitLab CI, Prometheus/Grafana (enough to evaluate feasibility and costs)

Tools: Figma, Google Sheets, Excel, Trello, Hub Planner