



Matija Radisavljevic

Product manager

Contact

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Home: Belgrade

Projects

○ Parker Special Edition: "Serbian Giants"

[01.01-2026 - Current]

Building on the success of the "Belgrade" design, I am currently leading the development and launch of a prestigious special edition series dedicated to Serbian historical icons: Ivo Andrić, Nikola Tesla, Patriarch Pavle, and King Peter I Karađorđević. This high-stakes project involves high-level institutional collaboration and complex stakeholder management.

Key responsibilities and achievements:

- Strategic Partnership Management: Coordinating with key national institutions, including the Museum of the City of Belgrade, the Ivo Andrić Foundation, the Nikola Tesla Museum, and the Royal Family, to ensure historical accuracy and brand alignment.
- Cross-functional Leadership: Managing a diverse team of 12 specialists across design, production, legal, and marketing to bring this multifaceted collection to life.
- Product Development & Heritage Branding: Overseeing the conceptual design process to translate the legacies of these historical figures into premium product aesthetics, maintaining the high standards of the Parker brand.
- High-Level Stakeholder Alignment: Navigating complex licensing and intellectual property requirements in collaboration with foundations and institutional partners.
- Market Positioning: Developing an exclusive go-to-market strategy for a premium collector's edition, targeting both the domestic luxury market, the Serbian diaspora and high-end tourists visiting Serbia looking for authentic, premium heritage products..

○ Parker Belgrade pen

[31.09-2024 - 01.11.2025]

I led the project to create a Parker pen with a unique design called "Belgrade," developed specifically for the Serbian market. As a **Product Manager**, I coordinated a team of 8 people and oversaw the process from concept to product launch, which gained recognition in the local market.

My responsibilities included:

- Developing a strategy for launching the product in the Serbian market, with a focus on design localization.
- Managing the production process and collaborating with suppliers to ensure high quality.
- Creating marketing campaigns to raise awareness of the new product and attract customers.
- Monitoring product performance in the market and adjusting strategies based on customer feedback.
- Maintaining regular communication with key partners to optimize distribution.

○ Eurocom B2B platforms

[15.06-2024 - 19.02.2025]

I am managing the development of a B2B platform built on the Laravel framework, focusing on digital transformation and the optimization of business processes between companies. The platform is designed as an e-commerce solution aimed at automating sales cycles and increasing operational efficiency within the B2B sector.

My responsibilities include:

- Defining product strategy and roadmap: Establishing the product vision and prioritizing features that enable end-to-end sales automation.
- Managing the API integration lifecycle: Overseeing the design of RESTful APIs to ensure seamless connectivity with external services and clients' ERP systems.
- Optimizing User Experience (UX): Leading the development of admin and user panels with a focus on intuitive management of transactions, products, and user permissions.
- Ensuring security and data compliance: Implementing data protection standards and access controls (via Laravel Passport) to maintain business user trust.
- Performance analysis and scalability: Monitoring system metrics and optimizing database structures to support user growth and high transaction volumes.
- Stakeholder management: Coordinating between the development team and business partners to align technical solutions with market demands.

○ Parker Covers

[07.07-2024 - 07.08.2024]

I led a project to develop packaging covers for luxury Parker pens, managing a team of 5 members. The covers were distributed as a digital product to suppliers worldwide, and the project received praise from the Newell corporation, a global leader in Parker pen manufacturing and distribution.

My responsibilities included:

- Managing and coordinating the team responsible for product design and development.
- Defining and implementing product development strategies.
- Creating specifications and ensuring project progress aligned with deadlines and budgets.
- Communicating with suppliers and key partners to ensure successful market delivery.
- Monitoring market feedback and adjusting the product to meet customer needs.

○ Beautify

[01.11.2023 - 12.12.2024]

I worked on developing a platform for scheduling appointments in hair salons using React for the front end and Laravel for the back end. The platform allows users to easily book appointments, view available slots, and choose their preferred services and stylists.

Key features include:

- Real-time availability updates
- Notification system for appointment reminders
- Admin panel for salon owners to track bookings and analytics
- Integration with various payment methods for faster transactions.

This platform improves salon business operations by automating the scheduling and management of appointments.

Technologies:

1. Laravel
2. PhP
3. SQL
4. React

MataFly

[Final Project - Airline Ticket Reservation Application]

As part of my final project, I developed an airline ticket reservation application that allows users to easily search for flights, reserve seats, and purchase tickets. The application integrates features for searching flights based on destination, date, and price, with a real-time display of available seats.

Key features include:

- Searching and filtering flights by various criteria.
- Booking and purchasing tickets with integrated online payment systems.
- Automatic reservation confirmation sent via email.
- Admin panel for tracking reservations and managing flights.
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This project provided insight into developing real-world applications, with a focus on user experience and efficiency in the booking process.

Work Experience

Product Manager(Part Time) and CEO

Plaćanje.rs [17.12.2025 – Current]

City: Belgrade
Country: Serbia

I work at a **startup company** focused on **accelerating and improving e-payment processes**. I am involved in the development and design of digital solutions such as **e-payment slips, BNPL (Buy Now, Pay Later) models, subscription systems, and other payment products**.

My focus is on creating products that simplify **payments for both end-users and businesses, defining functionalities, developing user experiences**, and collaborating with technical teams to ensure the solutions are scalable, secure, and market-relevant.

Product Manager(Part Time)

GeekArea [25.11.2025 – Current]

City: Belgrade
Country: Serbia

I currently work part-time at **GeekArea**, a company that operates as a **community of smart, ambitious, and skilled individuals**. My main responsibility is the **development of** a community forum, which serves as a central platform for knowledge sharing, discussion, and collaboration among members.

In this role, I focus on identifying user needs, structuring the **forum, developing features, and driving active engagement**, ensuring the platform provides real value and is genuinely used by the community.

Product Manager & IT Administrator

Eurocom International DOO [01.02.2024 – Current]

City: Belgrade
Country: Serbia

Eurocom International DOO is **the first company** where I was employed, where I worked in the role of a **Product Manager**. Through my involvement in various projects, I acquired and developed **key product management skills**, supported by a strong understanding of the technical aspects of development.

I worked closely with development teams and used technologies such as **Laravel and SQL**, which enabled me to actively participate in defining system architecture, planning features, and making technical and business decisions.

During this experience, I gained hands-on skills in **team leadership, coordination of complex projects, prioritization, stakeholder collaboration, and end-to-end product development**, building a solid foundation for further professional growth as a Product Manager.

Key Brand Management & Development: Managed and oversaw product development, market positioning, and strategic growth for a diverse portfolio of world-renowned and regional brands, including:

- Premium Writing & Stationery: Parker, Waterman, Rotring, Sharpie, Mapped, Dymo, Elmer's, Writtech. Casio (calculators/watches), Eurocom, Street, Optima, Peak, Creative, Papagaj.

Work Experience

Faculty assistant [01.10.2023 – 20.01.2024]

City: Belgrade

Country: Serbia

During my studies at VISER University, I had the opportunity to work as a teaching assistant, which further developed my skills in software development and project management. In this role, I worked on various projects with students, utilizing technologies such as React, Laravel, .NET, and Entity Framework. This experience helped me develop both technical skills and mentorship abilities, providing a strong foundation for further professional growth.

Educations

2024 - 2026

2st year master's student (Computer Engineering)

ATUSS, Belgrade, Department of the College of Electrical Engineering and Computing

2020 - 2023

Professional engineer of Information Systems

ATUSS, Belgrade, Department of the College of Electrical Engineering and Computing

2016 - 2020

Electrical technician of telecommunications

Secondary Technical PTT School

Personal Skills

Personal Skills

1. Product thinking & structured problem solving
2. Data-driven decision making
3. Strategic prioritization & roadmap thinking
4. Stakeholder management & alignment
5. Conflict resolution & difficult conversations
6. Effective communication & meeting facilitation

Team & Leadership Skills

1. Cross-functional teamwork experience
2. Proactive mindset & fast learning
3. Ownership and accountability
4. Ability to lead without authority
5. Collaboration with developers, designers & business stakeholders

Technologies & Tools

1. Product & Data: Power BI, Excel, SQL
2. Web & CMS: WordPress
3. Backend basics: PHP, Laravel
4. Frontend basics: React, jQuery
5. Databases: MySQL, MongoDB (Robo 3T)
6. SEO fundamentals

Honours and awards

Participant of the Startup weekend and We won 2nd place.

Participant of the First Accordion Serbian and I won 3rd place.

Multiple chess champion

Courses and Others

Fundamentals of Product Management,
Completed course for Investment by Vladimir Đukanović,
Completed course for NLP Basic by Tatjana Vojtehovski
Participant of the FONIS workshop for React
Completed course for Seo by Nadim Šabić,
Conflict Resolution at Work,
Basics of Personal Branding,
Time Management,
Effective Meeting Management,
Managing Personal Performance,
Decision Making,
Problem Solving,
Self-Leadership – The Foundation of Healthy Leadership,
Key Knowledge of Strategy,
Design Thinking,
Communication with a Difficult Interlocutor,
Personality Types,
Self-Management,
Employee Development,
Key Leadership Traits in a Fast-Changing World,
Leadership Styles,
Fundamentals of Management,
Power BI – Basics,
Power BI – Data Transformation,
Business Course, Level B1,
SEO – Basics,
Autophagy,
Stock Market for Beginners,
Financial Controlling,
Mortgage Loans,
Become a Top Business Report Creator – Part II,
Completed course for building digital product by 30Hills Academy,
Driver's licence B category;

Hobbies and Interest

Music

1. Playing the accordion as a hobby

Reading

1. I like to read various books