

GERTA XHEPI

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SUMMARY

AI-native Product Manager with 5+ years of experience building B2B SaaS, data-intensive, and AI-powered products. Software engineering background with a hands-on approach to rapid prototyping using LLMs and modern AI development tools. Experienced translating ambiguous problems into products by working closely with engineers, data scientists, and customers.

EXPERIENCE

*Building PeakProfile, **Founder / Product Builder***

Jan 2025 - Present

- Building an AI-native product that helps mountaineers and guides make safer expedition decisions using structured climbing profiles and AI-assisted readiness assessments.
- Conducting continuous customer discovery with climbers and mountain guides through interviews and prototype testing to validate assumptions and guide product direction.
- Rapidly prototyping product concepts with Claude, Cursor, Lovable, and OpenAI, using working prototypes instead of static specifications to accelerate learning.
- Exploring AI-assisted workflows that combine structured rules, LLM reasoning, and external data sources to support high-stakes decision making.

*jacando AG, **Product Manager***

Aug 2024 - Jan 2025

- Led product discovery for secure e-signature workflows in enterprise HR SaaS through user interviews, process mapping, and competitor analysis
- Designed and shipped end-to-end e-signature product integrated into HR workflows, reducing process execution time by 20% - iterated on MVP based on customer feedback and usage insights, increasing product adoption by 20%
- Mapped and optimized complex multi-step HR workflows with engineering and customers, improving user satisfaction by 30% - Prioritized roadmap based on user value, business impact, and technical feasibility

*New Work SE(XING / onlyfy Marketplace), **Product Manager***

Jul 2021 - Jul 2024

- Led product discovery for job listing creation and structured data workflows using user research, behavioral analysis, and continuous discovery to identify high-impact opportunities.
- Improved taxonomy and structured job data quality, increasing consistency, discoverability, and marketplace efficiency by 30%. - Partnered closely with Data Scientists and ML Engineers to improve the data quality powering salary prediction models, increasing prediction accuracy by 60% and salary coverage by 80%.
- Led the salary transparency product initiative, translating regulatory requirements into AI-powered product capabilities that improved user trust while protecting approximately €50M in annual marketplace revenue.
- Built data-driven experimentation frameworks using Adobe Analytics and Tableau to validate hypotheses, measure product impact, and prioritize roadmap decisions.
- Worked across engineering, data science, legal, and commercial teams to transform complex business and regulatory requirements into scalable product and data solutions.

*New Work SE, **Software Engineer***

Jul 2017 - Jul 2021

- Built and scaled XING design system used by 150+ engineers, enabling consistent UI and faster product delivery
- Collaborated with product managers and designers to translate user needs into scalable frontend architecture (React, GraphQL)
- Improved system consistency and development efficiency through reusable component architecture - Contributed to engineering standards and cross-team technical alignment

*TechFabric Creative, **Co-Founder***

Dec 2014 - Apr 2017

- Co-founded Buletin Buletin, a personalized news aggregation product built on structured data, taxonomy, and ranking logic - Designed content categorization and personalization mechanisms to improve relevance and engagement
- Led product discovery, feature development, and growth experiments, increasing user satisfaction by 50%
- Owned product and technical strategy for a scalable content platform

*Microsoft, **Software Developer Intern***

Jun 2013 - Sep 2013

- Delivered features for internal HR systems, improving workflow efficiency by 30%

- Collaborated cross-functionally with engineering, data, and operations teams to translate requirements into product improvements
- Supported deployment and iteration of internal tools, improving user satisfaction by 20%

EDUCATION

ThePowerMBA

Master of Business Administration

University Polytechnic of Bucharest

Bachelor of Computer Science

LICENSES & CERTIFICATIONS

Artificial Intelligence

Product School •

Product Analytics

Product School •

Product Strategy

Product School •

Product Launches

Product School •

Project Manager

Google •

SKILLS

Product Strategy • Product Discovery • B2B SaaS • Customer Interviews • AI Products • Local LLMs • Structured Data • REST APIs • Product Analytics • Technology Roadmapping