

Đorđe Slavić

Product Owner

slavic.djordje@gmail.com | linkedin.com/in/djordje-slavic | www.djordjeslavic.me
+381 63 567 112 | Subotica, Serbia

SUMMARY

Product Owner with 4.5 years across SaaS product development, LLM feature delivery, and cross-functional team leadership. Owns the messaging domain at Smarter Contact, a bootstrapped SMS platform that grew from **\$10M to \$22M+ ARR in 17 months** and now sends **over 1B messages a year**. Shipped Contact Workflows (**3.4x lower churn, 71% higher LTV, 74% power-user adoption**), a feature the company subsequently moved to its top plan tier to drive upgrades. Now owns AI Agent v1: in-product LLM drafting with safety gating and per-generation billing. Builds the AI tooling as well as the product, with 11 custom Claude agents adopted across the Product team. Believes simplicity is the ultimate level of understanding.

PROFESSIONAL EXPERIENCE

Product Owner | Smarter Contact | February 2025 to Present

Bootstrapped SaaS platform for real estate professionals · \$22M+ ARR · 1B+ SMS/year · ~1,250 customers · 68-person team

- Own the messaging-domain roadmap end-to-end across **two squads simultaneously**, setting priorities and aligning features with business goals on a platform running at **1B+ messages a year and a 4.12M daily peak**, during a period when release cadence grew **45% year over year** (32 releases in 2025; 7 in Q1 2026 alone)
- **Own AI Agent v1 end-to-end**: on-demand reply drafting in Messenger with sensitive-chat safety gating and per-generation billing. A **21-ticket epic** spanning drafting UX, safety and compliance, playbook settings, monetization, and LLM provider integration
- **Designed the safety and monetization architecture for an LLM writing directly to customers**: pre-generation gates for legal threats, complaints, distress signals and prompt-injection attempts; inline holds on unverified claims and dollar figures pending user confirmation; auto-suppression on opt-out keywords; and fixed-price-per-generation billing through the existing credits mechanism, with bill-once draft persistence and trial-tier upgrade gating. Reduces TCPA/10DLC and unverified-claim exposure while keeping a human in the loop
- **Sole Product Owner behind Contact Workflows**: a complex feature built across 3 to 4 iterations, from customer research through phased rollout. Drove **3.4x lower churn, 71% higher LTV, and 74% power-user adoption**, and was selected as the anchor feature for the **Elite+ tier in the 2026 pricing restructure** designed to drive upgrades and customer lifetime value
- **Led the AI filtering initiative** (scam detection, multi-language content validation, and 10DLC campaign matching) from discovery through delivery, launch, and ongoing iteration, shipping AI-filtered opt-outs, multi-brand opt-outs and per-contact messaging limits as compliance guardrails for agency-scale customers
- Shipped **Messenger Filters, Push-to, Export, Bulk Actions and search improvements** across the two revenue-driving parts of the app, driven by customer feedback and competitor analysis, during a period when Smarter Contact **overtook long-standing category leader Launch Control in annual revenue (\$16M vs. roughly \$14 to \$15M)**
- **Built 11 custom Claude Code agents** covering story and epic writing, release notes, documentation, test-ID generation, feedback to-release mapping and interview mapping, integrated with Jira, Confluence and Slack via MCP. Cut release-notes creation from **2 to 3 hours down to 15 to 20 minutes**; now adopted by the entire Product team
- **Automated the daily peer-review pass**: an agent that scans Slack for pending reviews, checks each ticket against Jira discussion, the app guide and story conventions, comments in-voice and reacts, replacing a manual morning routine of cross-referencing three systems ticket by ticket
- **Own product analytics instrumentation**: defined the platform-wide data-test-id and data-test-class naming standard and the in app event taxonomy, carried through a full **AppCues to UserPilot migration**, documenting event coverage across Workflows, Quick Replies, Templates, Messenger filters and campaign creation
- **Run the voice-of-customer pipeline**: maintain a **~886-item tagged feedback corpus** (pain / satisfier / exciter, retention / revenue), map every release back to the users who requested each feature, and convert user interviews into linked opportunity tickets
- **Led deliverability and carrier-block prevention**: detection of permanent carrier blocks from error codes and carrier signals with internal alerting, iterated after false positives surfaced in staging, protecting throughput for scaling customers
- **Root-caused a perceived reply-rate decline** using product event and campaign data, showing it was driven by message-sequence length, follow-up campaigns and misleading aggregation rather than a defect, preventing a misdirected engineering fix
- **Maintained zero production issues for 6+ months** through a mapping-first discipline (Miro maps into acceptance criteria) and

three-time verification; contributed to a quality turnaround that took in-app negative sentiment from a two-year high of **11% to 4%** and the rating from **4.0 to 4.4 stars** in a single month, sustained at a record **137 reviews averaging 4.5 stars**

- Partner closely with product designers in Figma, engineering, QA, and marketing to deliver seamless user experiences and support go-to-market rollouts
- Recognized as the **most productive product manager on the team** for story-writing quality, output and Gherkin syntax mastery; praised by the CTO for holding cross-functional teams accountable to delivery timelines, for choosing what was best for the team over what was comfortable

Freelance Web Designer & No-Code Developer | November 2024 to February 2025

- Delivered complete website builds from concept to launch using Figma and Framer

Technical Product Manager | 4zida.rs | March 2022 to May 2024

Serbia's largest real-estate platform (complex SPA web application)

- Managed the product roadmap, prioritizing features based on business strategy, user research, and stakeholder input • Led the Google Analytics 3 to GA4 migration, improving data tracking and business KPI reporting across the platform • Launched Loans Calculator and Credit Score Calculator: full lifecycle from discovery and requirements through delivery and iteration
- Led agile ceremonies: backlog grooming, sprint planning, prioritization, and cross-functional coordination with design and engineering; created wireframes and prototypes in Figma for the Product team

SEO Manager | 4zida.rs | November 2023 to May 2024

- Increased PageSpeed by 90% through UX optimizations; grew organic traffic by 15% via technical and on-page SEO
- Independently launched the blog section using WordPress, built and managed without developer support; analyzed competitor SEO strategies and conducted keyword research to inform content and product decisions

E-commerce Store Owner | Solopreneur | January 2024 to July 2024

- Independently launched a Shopify store handling product strategy, marketing, procurement and digital advertising, achieving 13.1% CTR on Google Organic and roughly 6% CTR on Instagram Ads before pivoting to new career opportunities

AREAS OF EXPERTISE

SaaS Product Management | AI/LLM Feature Development | LLM Product Safety & Guardrails | AI Agent & Workflow Automation | Product Lifecycle Ownership | Roadmap & Prioritization | Usage-Based Pricing & Monetization | Agile Leadership (Scrum & Kanban) | User Story Writing (Gherkin) | Story Mapping | Cross-functional Collaboration | Customer Research & Competitor Analysis | Feature Impact Analysis | Product Analytics Instrumentation | Voice-of-Customer Systems | UX Design & Research | SMS Marketing Compliance (TCPA, 10DLC) | SMS Deliverability | Documentation & Process Design

TECH STACK

Jira | Confluence | Linear | Figma | Claude | Claude Code | MCP | Miro | AppCues | UserPilot | Stripe | HubSpot | Slack | Notion | Framer | WordPress | Shopify

EDUCATION

Bachelor's Degree in Engineering Management, specialization in Informational Management. Faculty of Technical Sciences, University of Novi Sad | September 2017 to February 2022