

Adam Vargic

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Profile

Senior Product Manager and Product Leader with **9+ years of B2B SaaS** experience, building **enterprise solutions, AI-driven capabilities**, and **complex customer workflows**.

Experienced in **owning strategy** and execution across **high-impact** product areas in fast-scaling companies.

Known for strong **product intuition**, fostering effective **collaboration** across global, cross-functional teams and **coaching** product managers.

Work Experience

Petrolink, Product Lead

04/2025 – Present | Remote (UK)

Led a global product team of **5 PMs and 2 Designers**. Owned strategic planning and the product roadmap across **8 product teams**. Personally drove key product expansion initiatives, including **AI-powered executive reporting** and **data quality monitoring**.

Key Achievements

- Aligned senior management around a clear product strategy, enabling teams to focus on the **highest-impact problems**
- Optimised internal processes using AI tools, resulting in a **20% reduction in manual tasks** across product and design
- Improved product practices through better processes, templates, and coaching, moving the organisation towards **more collaborative, insight-driven product development**
- Scaled the team via internal hires, an **APM programme (+2 PMs)**, targeted coaching, and improved access to learning resources
- Validated and initiated delivery of an **executive reporting and data quality monitoring solution**, with potential for **~20% revenue expansion** from existing customers

Continuum Industries, Product Lead [🔗](#)

03/2024 – 03/2025 | Edinburgh, UK

Joined **Continuum Industries**, an AI-powered infrastructure development platform, as the **first product hire**. Built, scaled, and led a team of **2 Product Managers and 2 Designers**. Personally led a product team delivering key initiatives and partnered closely with the **CPO/COO** to define the strategic product roadmap.

Key Achievements

- Built and scaled the product team through hiring and internal development (**2 external hires, 2 internal promotions**), establishing best practices across discovery, delivery, and communication
- Defined and implemented a clear **product career framework**, supporting progression, coaching, and consistent expectations
- Established scalable product processes to empower teams, personally leading the introduction of **product analytics** by selecting tooling, defining event schemas, and coaching PMs on data-informed decision-making
- Developed product strategy and roadmap to align team execution with company objectives, resulting in **higher team satisfaction** and a **25% increase in CSAT**
- Led expansion into the **North American market** by discovering, validating, and launching new **Scoping functionality**, generating a **\$1.25M ARR sales pipeline**

Productboard, Senior Product Manager [🔗](#)

01/2022 – 02/2024 | Prague, CZ (Remote)

Joined **Productboard** to lead the team responsible for **enterprise scalability and collaboration**. Conducted extensive customer research, including **100+ customer interviews over two years**, to identify core problems and opportunities. Partnered closely with product, design, engineering, and **GTM teams** to plan and execute the launch of a **major Productboard redesign**. Mentored and coached junior Product Managers and represented Productboard as a **conference speaker**.

Key Achievements

- Led end-to-end delivery of a **major enterprise-focused redesign**, from discovery through launch, improving usability and enabling further enterprise expansion, resulting in a **10% YoY ARR increase** in the enterprise segment
- Orchestrated the **staged rollout** of the redesigned interface to **6,000+ customers over 6 months**, the **second-largest release** in Productboard's history
- Enhanced **enterprise permissioning**, removing a critical blocker to enterprise adoption and unlocking a **\$2.2M ARR pipeline**

Pawprint, Head of Product [🔗](#)

01/2021 – 12/2021 | Edinburgh, UK

Joined **Pawprint**, an early-stage startup, as the **first product hire** to lead the pivot from B2C to B2B. Reported directly to the **CEO** and was part of the senior leadership team. Introduced core product management practices, including feedback tracking, product analytics, and **continuous discovery**, while owning and executing the product roadmap.

Key Achievements

- Led the successful pivot from **B2C to B2B**, delivering Pawprint's first B2B product and scaling from **5 pioneer customers to 30 paying customers in 12 months**, reaching **£550k ARR**.
- Established and led **2 product teams**, scaling to **14 engineers and 2 designers**
- Implemented agile product processes and introduced **product analytics** to measure initiative success and guide prioritisation
- Delivered key engagement drivers, including the **mobile app, notifications, business surveys, reports, and league tables**, increasing product adoption from **20% to 40%** across customer accounts

Petrolink [🔗](#)

Head of Product Management

06/2019 – 01/2021 | Aberdeen, UK

Promoted into a **player-coach role**, accountable for overall product strategy and roadmaps across multiple product teams. Managed and coached a team of **6 Product Managers and 2 Designers**, while remaining hands-on as IC for the team delivering the **real-time viewer solution**.

Key Achievements

- Led the launch of a **redesigned web-based viewer** with automated workflows and improved UX, resulting in a **50% reduction in support costs**
- Oversaw the rollout of a redesigned **real-time visualisation platform**, generating **\$10M in new ARR within 12 months** and strengthening market leadership in real-time monitoring (significant gains in performance, improving load times by 3x, and a significant improvement in usability)
- Standardised product development practices across teams and upskilled Product Managers through **continuous coaching**, resulting in **2 senior promotions**

Senior Product Manager

11/2018 – 06/2019 | Aberdeen, UK

Promoted to **Senior Product Manager** to lead the development of a **next-generation visualisation platform**. Conducted in-depth user and market research to define the vision and strategy for Petrolink's **next-generation web-based viewer**, working closely with global customers to validate and test the solution.

Key Achievements

- **Built a successful PoC of the 'net gen viewer'** securing stakeholder buy-in to proceed with development.
- **Designed and executed a beta** and early access program, which resulted in a smooth adoption by customers.

Product Manager

10/2016 – 11/2018 | Aberdeen, UK

Owned product strategy and end-to-end development of **Petrolink's mobile application**, from inception to launch. Led extensive discovery to define problem space and scope, and worked with a cross-functional team to deliver the solution to enterprise customers.

Key Achievements

- Led discovery to clearly define customer needs, scope, and success criteria for Petrolink's mobile strategy
- Delivered the mobile app **from 0→1**, running **alpha and beta programmes** with customers to ensure smooth adoption and optimised functionality
- Successfully launched the app on **iOS and Android** across the full customer base, supporting **30+ enterprise accounts**
- Ran onboarding sessions and partnered closely with **GTM teams** to drive adoption, achieving and sustaining **80%+ CSAT**

- Delivered a **white-label mobile app** for the largest client (**10,000+ active users**), achieving a **90% satisfaction score within 3 months** and being recognised as one of their **top internal solutions**

Client Support Engineer

05/2014 – 10/2016 | Aberdeen, UK

- Worked as part of the service delivery and support team.
- Provided on-site and remote technical support.
- Developed deep knowledge of the system and worked closely with the product development team to collect customer feedback and ensure the adoption of new solutions.

Education

MSc in Management, Economics & International Relations,
The University of Aberdeen

2011 – 2012

MA in Sociology & International Relations,
The University of Aberdeen

2007 – 2011

Key Skills

- Customer-centred discovery
- Leading and coaching teams
- Data analytics (Amplitude, Looker, Mixpanel)
- Agile product development
- Communication and storytelling
- B2B SaaS
- Product management processes & tools
- Product Analytics
- Product vision and strategy
- Project management and execution
- Mobile app development
- UX Design (Figma)

Interests

Weightlifting, Football, Travel, History, Photography & Stamps