

Sebastian Cachia

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Experienced product person with a passion for leading highly iterative, user focused, business driven cross functional teams.

EXPERIENCE

Prezi, Budapest — Senior Product Manager

August 2014 - Present

Prezi is the zooming presentation software that uses an open canvas instead of traditional slides to help people explore ideas, collaborate more effectively, and create visually dynamic presentations.

- Led the Journey Mission at Prezi as Senior Product Manager, one of three product departments, which is responsible for the user experience of Prezi Next and Prezi Classic.
- Helped to spearhead Prezi's efforts to develop a product-market fit for the mid-market and enterprise business productivity space.
- Collaborated with the cross functional team leadership of multiple teams to share Prezi's product strategy, define the user experience journey, execute against plans, provide context to the go-to-market teams and coordinate release.
- Set business impact and user experience goals for product initiatives. Subsequently, monitored and shared the lessons of failed experiments and the results of successful rollouts.
- Led product discovery efforts for a cross functional team to develop a deep understanding of the dynamics of our target market and created the foundations for our strategy.
- Led cross functional teams to discovery and delivery of improvements to Prezi Next's authoring tool, our business administration functionality, collaboration functionality, team purchase and expansion, and desktop applications.
- Collaborated with Sales, Marketing and Finance to create a Go-to-Market Strategy that would help Prezi transition from early adopters to a mainstream business market. Contributed through research on the competitive landscape, positioning documents, assisting in purchasing behaviour research and feature packaging.
- Constantly collaborated with our UX research team to prepare for and facilitate user research and usability testing calls. Additionally, participated in preparing and executing three field research trips as well as Prezi's first Customer Charter group.
- Mentored junior Product Managers on product development and leadership skills through regular 1-1 contact.

Uniblue, Malta — Product Manager

September 2010 - May 2014

Uniblue, is a leading provider of software to help improve the performance and stability of computer systems and is focused on applying a deep understanding of technology to maximise system effectiveness through simple, user friendly interfaces.

- Successfully pioneered and rolled out a number of product development practices to the organisation, including cross functional teams, improved tooling, product roadmaps, agile requirements, business cases for new projects and data driven product management.
- Led Engineering and Quality Assurance teams over a transitional period, during which I reduced churn, hired key specialists and reinvigorated our remote development team in Ukraine.
- Led development of tooling for our Marketing organisation, enabling customised online sales funnels as well as Web and Desktop A/B Testing tooling.

EDUCATION

University of London — *Bachelor of Science in Computing and Information Systems*

2009 - 2014

Final dissertation on: Applying User-Centered Design Techniques to Online Identity Systems. Select completed classes: Interaction Design, Software Engineering Management, Computer Security, Data Compression, Artificial Intelligence, Neural Networks and Object Oriented Programming.

University of Malta — *Diploma in Information Technology*

2009 - 2014

Completed classes on Object Oriented Programming, Functional Programming, Computer and Communications Engineering, Algorithmics, Artificial Intelligence, Databases and Computer Security

Professional Qualifications

- **Interaction Design Practicum** with Cooper U.
- **Design Leadership Practicum** with Cooper U.
- **Practical Product Management** with Pragmatic Marketing.
- **Scrum Certified Product Owner** with Scrum Alliance.
- **Effective User Stories for Agile Requirements** with ATIVE Consulting / Mountain Goat Software

SKILLS

- A/B Testing
- Agile Methodologies
- Data Querying and Analysis
- Design Thinking
- Lean Product Development
- Presentations and Public Speaking
- Product Strategy
- Project Management
- Roadmapping
- Stakeholder Management
- Team Building
- Usability Testing
- User Experience Research
- User Journey Mapping

LANGUAGES

- English (Native)
- Maltese (Native)
- German (Advanced)

ACHIEVEMENTS

Gold Award - The Duke of Edinburgh's International Award for Young People.

First Place - Startup Weekend Malta 2013. CrwdGift, a crowd sourced gift platform.