

Matej Pechota

Senior Product Manager · B2B SaaS

matejpechota@gmail.com · +421 905 159 845 · matejpechota.com · linkedin.com/in/matej-pechota-3a6aa5b9
Žilina, Slovakia · EU citizen, no sponsorship required · open to relocation · English C1

SUMMARY

Product manager who works from evidence and stays hands-on: I run the discovery, write the spec, set the success metric before the build starts, and use it to decide what ships and what gets cut. Nine years across analytics, 0 to 1 B2B SaaS, and platform work, most of it in small teams that had to punch above their size.

HIGHLIGHTS

- **0 to 1, then scale.** Built Allfred.io from nothing into a product 50+ agencies pay for, live in 8 European markets at €180k ARR.
- **Discovery to launch.** Ran the interviews, wrote the spec, and shipped the KROS employee app to 6,700+ people across 850+ companies.
- **Platform and identity.** Own the account, verification, and onboarding layer behind KROS e-invoicing, from first concept to live product.
- **Ships alone when it matters.** FitKiddo is my own product, taken from research to live Stripe payments and 160+ users.

SKILLS

Product: Customer Discovery · Spec Writing · Prioritisation · 0 to 1 and MVP · Identity and Onboarding · Success Metrics and OKRs

Tools I use daily: Claude · Lovable · Cursor · Figma · Jira · Stripe

WORK EXPERIENCE

KROS a.s. · Žilina, Slovakia · business software for 100,000+ SMEs

Head of Product, New Ventures

Sep 2025 to present

- **Own the identity, verification, and onboarding layer** behind KROS e-invoicing, from first concept to live product: the account model, the verification steps, and the onboarding flow in front of it.
- **Ran the discovery interviews myself**, specified the OLYMP payroll integration, and shipped the employee app that now drives 95,000+ in-app actions.
- **Decide the roadmap on evidence:** I set the success target before every pilot and use the result to choose what scales and what stops, so scope gets cut on data rather than debated on opinion.
- **Lead a 10-person product, engineering, and design team** shipping every two weeks. Rebuilt the workflow with AI in the loop, which is how we shipped 5 features in one month, and 3 people have grown into lead roles since I joined.

Data Analyst

Apr 2017 to Aug 2019

- Built the reporting, customer segmentation, and automation the sales and early product teams ran on, and supported the first hypothesis tests on a new digital product.

Allfred.io · Žilina, Slovakia · B2B SaaS for advertising agencies

Product Lead and Chief Operating Officer

Aug 2020 to Aug 2025

- **Owned the product end to end for five years** and grew it to 2,000+ daily users across 8 European markets, with a team never larger than five.
- **Ran discovery across all 8 markets**, interviewing agency owners and the people using the tool daily, and turned the problems that kept repeating into what we actually built next.
- **Owned the backlog and prioritisation across 4 major releases**, and made the call on what shipped and what got cut whenever capacity ran out.
- **Built the feedback-to-roadmap loop** and the onboarding and support motion feeding it; the product holds 4.8 on G2 and Capterra, and one customer grew 61% in the year after switching to us.
- **Built the budget and planning model** that let us open new markets without growing the team at the same pace, which is how five people covered eight countries.

TRIAD Advertising · Bratislava, Slovakia

Account Manager

Sep 2019 to Jun 2020

- Ran campaigns for VÚB Bank, O2, and Asahi. This is where I learned how agencies actually run, which is the problem Allfred.io was built to solve.

PROJECTS

FitKiddo, Founder 2024 to present · fitkiddo.eu

- **Solo product, so I do every part of the job:** discovery, spec, screens, build, launch, and every support message. Live Stripe payments and 160+ users, built on Lovable, Claude, and Stripe.
- **A two-minute movement assessment** that points families toward sports a child is likely to stay in. Swim club Moveo uses it with 200 children across its summer camps.

EDUCATION

PhD, Transport and Communications Technology · University of Žilina · 2015 to 2018 · quantitative modelling

MSc in Engineering, Transport and Communications · University of Žilina · 2013 to 2015

STRENGTHS

CliftonStrengths (Gallup): Analytical · Achiever · Relator · Responsibility · Futuristic