

# NIHAD AHMIC

## Product Manager

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*Product Manager with 5+ years building across Fortune 500 enterprises and consumer platforms, from acquisition-focused onboarding to rewards programs that sustain long-term engagement. I work AI-first: using it to compress discovery cycles, surface better decisions, and move faster without losing judgment.*

### EXPERIENCE

#### Personify Health (fmr. Virgin Pulse) · Product Manager

Jun 2022 – Feb 2026 · Providence, US (Remote)

- Owned Rewards & Redemption across Personify's Wellbeing products, enabling millions of users to earn and redeem rewards with US and global partners, driving a core engagement and retention loop.
- Led Enrollment & Onboarding for a health platform serving 5M+ monthly users across 25% of the Global Fortune 500. Analyzed churn using Mixpanel, identified key drop-off points through error message analysis, then redesigned the activation funnel - improving enrollment completion rates by ~30%.
- Shipped biometric login (face and fingerprint), reducing authentication friction and improving login success rates by ~50% for the platform's user base.
- Built a personalized onboarding experience where members select health interests on sign-up, driving ~10-15% improvement in D30 retention among participants who opted in.
- Explored and prototyped an AI-powered rewards system using Figma and Miro, designed to personalize rewards based on individual member activity patterns.

#### Juriba Ltd. · Agile Product Owner

Jun 2020 – May 2022 · London, UK (Remote)

- Led product roadmap for workplace automation software serving 100,000+ employees across 8 Fortune 500 companies.
- Managed a cross-functional team of 10, driving strategic product decisions with internal and external stakeholders.
- Transitioned the team from Kanban to Scrum, increasing on-time releases by 50%, with 90% of sprint goals met ahead of schedule.
- Translated customer needs into clear product requirements and user stories, streamlining development tracking and prioritization.

#### Rubicon · Quality Assurance Lead

May 2019 – Feb 2020 · Sarajevo, Bosnia & Herzegovina

- Built QA capability combining automated unit testing, manual testing, and strategic test planning alongside lead engineers.
- Collaborated with product owners, developers, and designers to refine UIs, enhance functionality, and proactively identify bugs and performance issues.

### SKILLS

**Product** Roadmapping & strategy, prioritization, A/B testing, cross-functional leadership, data-informed decisions

**Analytics** Amplitude, Mixpanel, Google Analytics, Firebase, MicroStrategy, SQL

**AI & Tools** AI product discovery & prototyping, AI-driven data analysis, Claude Code & Cursor (MCP)

**Design** UX/UI principles, user research, Figma (Design & Make), Miro

**Engineering** GitHub, HTML/CSS, APIs, Selenium, TestRail

**Methodologies** SAFe, Scrum, Kanban, Lean experimentation

### CERTIFICATIONS

Data-driven PM Simulator & SQL for Product Analytics · GoPractice (2024) · Mastering Product Management, Technical Foundations for PMs & Growth Series · Reforge (2023–2024) · CSPO · Scrum Alliance (2024) · PSPO I · Scrum.org (2022)

### EDUCATION & LANGUAGES

**MA International Relations** · Int'l Burch University · 2016–2019 · 9.67/10 (ECTS)

**BA English Language & Literature** · Int'l Burch University · 2012–2016 · 9.75/10 (ECTS)

**Bosnian** · Native **English** · C2, Fluent

**Turkish** · B2, Conversational