

# STRAHINJA GRKINIĆ

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## PROFILE



Certified Project Management Professional® and Disciplined Agile Scrum Master® with over a decade of managerial experience in tech startups, digital agencies, AdTech and marketing. Strives for objectivity and impartiality in decision-making. Values collaborative synergy. **Servant leader. Active Learner.**

## EXPERIENCE

### **AGILE PROJECT MANAGER**, ALL.ART<sup>1</sup>, BELGRADE, SERBIA (ON-SITE) – 2023

Main responsibilities: *Employing Agile methodologies to streamline execution of program with interrelated efforts to deliver a consumable product while focusing on **Strategic Vision Alignment, Team Facilitation and Guided Continuous Improvement.***

- Guided product and project teams through choosing and tailoring approaches (**Scrum, Kanban, XP, FDD**) and developing strategies for continuous improvement of team-based processes. Meaningfully strengthened team trust and satisfaction levels towards project management.
- Conducted alignment workshops, resulting in clearer **Task Prioritisation** and **Project Direction**, aligning with All.Art's overarching vision of creating an Arts & Culture metaverse.
- Coached all stakeholders, leading to a significant adoption of Agile best practices. The impact is evidenced by teams consistently holding and finding value in ceremonies such as **Daily Stand-ups, Sprint Planning**, and **Retrospectives**.

### **IT PROJECT MANAGER**, PRIMA MEDIA<sup>2</sup>, BELGRADE, SERBIA (HYBRID) – 2018-2022

Main responsibilities: *Managing project work efficiently and effectively using **Hybrid (Waterfall & Agile)** approach to deliver consumable digital solutions for large regional FMCG brands. Focusing on **Stakeholder Management, Requirement Analysis and Risk Management** to meet the needs of the project and deliver value.*

- Led cross-functional teams to successfully execute over 30 software projects while managing stakeholders' expectations and delivering measurable benefits to clients.
- Recognising the organisation's low risk tolerance, maintained a risk register and led teams regularly in **Risk Identification, Risk Assessment** and **Risk Response Planning**. This ensured consistent project deliveries without significant delays or overruns.
- Effectively introduced **User Story Mapping** and **Use Case Diagrams** to requirement gathering sessions leading to a substantial increase in stakeholder approval rates and a clearer understanding of project objectives by the solution delivery teams.

### **PRODUCT MANAGER & CO-FOUNDER**, PINA&PASTÉL<sup>3</sup>, BELGRADE, SERBIA (ON-SITE) – 2017-2020

Main responsibilities: *Driving **Product Strategy and Vision** while focusing on **Product Development and Customer Feedback Analysis.***

- Worked closely with designers to conceptualise and finalise designs ensuring products resonate with the emerging home decor styles and luxury brand's high-quality standards.
- Developed business and marketing plans, sales and distribution strategies and achieved quarterly revenue growth of 50%.
- Continuously collected and analysed customer feedback, managing improvements in an iterative manner.

**CLIENT SERVICE MANAGER**, SIZMEK (NOW AMAZON ADS)<sup>4</sup>, BELGRADE, SERBIA – 2012-2017

*Microsoft Network US Publishers Team (2012-2014): Managing campaigns for Windows 8 in-apps and MSN. EMEA Publishers Team (2014-2017): Managing Telegraph, CNN, BBC, TripAdvisor, Amazon, and AOL publisher accounts. Focusing on Client Relationship Management, Service Delivery Management and Problem Resolution.*

- Act as the primary point of contact for clients regarding publisher-related inquiries. Understand client needs, objectives and publisher specs and guidelines while building and maintaining strong relationships.
- Led kick-off and status conference meetings with client agency representatives and producers. Liaised with producers, developers and QA, oversaw creative production and user experience testing. Managed and tracked issue resolution, ensuring prompt mitigation and response.
- Onboarded self-service clients by providing specific instructions and remote training sessions. Assured optimised use of the platform.

**ASSISTANT ON-LINE MARKETING MANAGER**, KOLEKTIVA<sup>5</sup>, BELGRADE, SERBIA – 2011-2012

*Main responsibilities: Executing operational activities delegated by the senior online marketing manager. Focusing on Content Production Management and Campaign Management.*

- Assisted to initiation, planning, execution, and monitoring of different stages of content creation for digital platforms like websites, social media, or other online outlets.
- Coordinated with writers, editors, graphic designers, videographers, ensuring efficiency, consistency, and quality in content output.
- Tracking and optimising digital marketing campaigns across various online channels: Google Ads, Facebook Ads and regional network of online publishers.

## EDUCATION & CERTIFICATIONS

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**PROJECT MANAGEMENT INSTITUTE (PMI)<sup>6</sup>**

CERTIFIED DISCIPLINED AGILE SCRUM MASTER (DASM®) (2023)<sup>7</sup>

CERTIFIED PROJECT MANAGEMENT PROFESSIONAL (PMP®) (2022)<sup>8</sup>

**THE FACULTY OF ORGANIZATIONAL SCIENCES, UNIVERSITY OF BELGRADE**

**STUDY PROGRAM: INFORMATION SYSTEMS AND TECHNOLOGIES<sup>9</sup>**

BACHELOR'S DEGREE: ENGINEER OF ORGANIZATIONAL SCIENCES (2016)

## ADDITIONAL INFORMATION

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Languages: **English** (Full Professional Proficiency), **German** (B1), **Serbian** (Native Speaker)

Interests: Technology, Artificial Intelligence, Psychology, Product Design, Digital Photography

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<sup>1</sup> A metaverse dedicated to the realm of art and culture | [www.all.art](http://www.all.art)

<sup>2</sup> Full service digital agency | [www.primamedia.rs](http://www.primamedia.rs)

<sup>3</sup> High quality home decor brand (Discontinued)

<sup>4</sup> The largest independent buy-side advertising platform (Now Amazon Ads) | [www.sizmek.com](http://www.sizmek.com)

<sup>5</sup> Regional e-commerce marketplace connecting subscribers with local merchants

<sup>6</sup> The world's leading authority on Project Management | [www.pmi.org](http://www.pmi.org)

<sup>7</sup> DASM® Certification No. 3639722

<sup>8</sup> PMP® Certification No. 3391297

<sup>9</sup> Study program info | <http://www.fon.bg.ac.rs/eng/studies/undergraduate-studies/information-systems-and-technologies/>