

ANNA TOROK

SENIOR PRODUCT MANAGER



Work Experience

2022 -
Present

Product Lead @ Ultra Games

Barcelona

- Shape and articulate the overarching product vision and strategic direction, aligning organizational objectives with market opportunities.
- Lead product discovery initiatives to identify emerging trends, user needs, and market gaps, resulting in data-driven product roadmaps.
- Collaborate with cross-functional teams, to translate strategic insights into actionable plans for successful product delivery.
- Focus on increasing user engagement and user base growth in the early phase of a newly launched product/platform.

2020-
2022

Senior Product Manager @ Ocado Technology

Barcelona

- Championed the product vision & ensured the plan was in line with goals, following through with roadmap delivery.
- Engaged stakeholders effectively to gather user feedback to continuously refine the product roadmap.
- Drove product discovery and launched features from scratch.
- Understood and measured the key business drivers for their product domain and assessed how new capabilities impact upon them.

2019-
2020

Senior Product Manager (Crypto wallet) @ IOV

Barcelona

- Managed 3 development teams to create a cryptocurrency wallet to make crypto transfers as easy as sending and receiving an email.
- Built up all product management processes (user tests, user interviews, prototyping) with UX designer and developers.
- Introduced OKRs and key business metrics to drive focus.
- Set up the product strategy and roadmap and prepared for the launch of the wallet and exchange listing.

2017-
2019

Product Manager (Payments & Subscriptions) @ Prezi

Budapest, San Francisco

- Responsible for defining and representing the “Why” with a clear understanding of the core needs of potential customers.
- Collaborated with the cross-functional teams to elaborate and deliver the “What” that both meets our customers' needs and delivers on company goals.
- Defined and prioritized the product backlog, facilitated sprint planning, daily standups and sprint refinement.
- Tracked and provided visibility to stakeholders into the team’s progress, risks and impact on timelines of the delivery during sprints.



Contacts

Phone

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E-mail

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Website

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Linkedin

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About me

I'm a highly motivated self-starter with strong communication skills; a goal-oriented, data-driven professional responsible for building the product right.

I have 8+ years product management experience including 6 years of team leadership.

I love working with cross-functional teams to fulfill immediate and long-term business strategy objectives while ensuring customer satisfaction.



Education

2023 - Master in UX/UI design

Nuclio Digital School, Barcelona

2018 - Project Management Professional (PMP)

PMI

2016 - Full-stack Developer

Green Fox Academy bootcamp, Budapest

2015 - Certified Scrum Product Owner (CSPO)

Scrum Alliance

2004-2008 - BA in Economics

Budapest Business School



Languages

Hungarian



Native

English



Fluent

Spanish



Basic

ANNA TOROK

SENIOR PRODUCT MANAGER



Work Experience

2016 -
2014

Product Manager (Flights app) @ Skyscanner

Budapest

- Owned the domain strategy for the mobile app and ensured that the plan is in line with the key business objectives.
- Led the definition and planning of the roadmap for the domain, identified new development needs and on-going improvements.
- Collaborated with Engineering, UX and Business to successfully drive the product's development from concept to launch.
- Led the vision for the product and managed the on-going priorities for the team developing the product.
- Experiment through A/B tests to increase registration and search rate and to decrease onboarding time.

2014 -
2008

Co-founder and product lead @ MediaFest

Budapest

- Established one of Hungary's leading educational websites, ranking among the top three, with the primary objective of assisting high school students in their preparations for state exams.
- Achieved a 50% year-over-year user growth rate and a substantial 160% increase in profitability.
- Formulated and executed a comprehensive video content strategy, including video editing, resulting in the successful growth of a YouTube channel.
- Supervised a team of 5 people, including programmers, designers and site editors.



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