

VICTOR SOARE

Senior Product Manager

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PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years driving strategy and execution across complex SaaS and multi-platform ecosystems. Owns end-to-end product direction in resource-constrained environments, consistently bringing structure, prioritization, and clarity to ambiguous or legacy systems. Combines deep technical expertise with strong product judgment to align business goals, engineering execution, and customer outcomes.

KEY ACHIEVEMENTS

- \$1.1M Investment Case**
Secured executive approval by architecting a data-driven business case for platform innovation.
- Entrepreneurial Exit**
Co-founded and scaled a \$1M yearly revenue multi-channel distribution & e-commerce business to a successful equity exit.
- Outcome-Driven Transformation**
Shifted organization from feature delivery to outcome-based prioritization with defined success metrics.
- Operational Scale in Lean Teams**
Built product processes and cross-functional alignment to improve focus and delivery consistency.

CORE SKILLS

Strategic Expertise

Product Strategy	Roadmapping	Outcome-Based PM	Cross-Functional Governance	Product Operations & Scaling		
Prioritization Frameworks	SaaS Platforms	GTM Strategy	UAT	Data-Driven Strategy	HIPAA	Technical PM
GenAI	Budget & ROI Modeling	UI/UX	Prototyping	Risk Management	Navigate Ambiguity	Agile/Lean

Technical Ecosystem

Pendo	Productboard	JIRA	Confluence	Miro	Figma	HubSpot	UML	MS Visio	Metabase (BI)
SQL	RAG & RAGAS	Amazon Bedrock	Vibe Coding (Claude)	Builder.io	API Integrations	Postman	Zapier		

RELEVANT PROFESSIONAL EXPERIENCE

09/2018 - Present

Senior Product Manager

Unified Practice (BU in Fullsteam)

www.unifiedpractice.com

Unified Practice is a B2B2C healthcare SaaS provider of Electronic Health Record (EHR) and practice management software. Managed the product portfolio across a multi-application, HIPAA-compliant ecosystem spanning web, native iPad clinical charting, and mobile scheduling platforms. Promoted from a tactical PM to a strategic Senior PM after 3 years.

- Led product ops transformation, shifting the organization to a data-driven, outcome-based product management.
- Own end-to-end product strategy and roadmap, aligning leadership goals with outcome-driven execution.
- Secured leadership approval for a \$1.1M capital investment case by synthesizing market research, competitive analysis, and direct customers feedback to validate projected ROI.
- Spearheaded business and technical discovery for an AI-first charting engine; identified feature sets and evaluated RAG/RAGAS frameworks for architectural definition while modeling ROI for leadership's investment evaluation.
- Built rapid prototypes through Vibe Coding (Claude Code) to drive user validation and accelerate engineering delivery.
- Cut time-to-market by more than 80% by establishing a buy-vs-build decision framework; launched 10 HIPAA-compliant integrations (telehealth, payments, digital pharmacies, insurance clearinghouse, email & text marketing etc.).
- Scaled payment processing to \$6M+/month by integrating parent-company card processing services.
- Propelled a 75% adoption rate for a new iPad charting module by mapping the specific clinical workflows of TCM practitioners. Successfully migrated the user base from legacy web systems to a mobile-first native interface.
- Implemented impact-driven prioritization (RICE) to maximize value delivery from resource-constrained engineering.
- Established and maintained a multi-segment Customer Advisory Board (CAB) to secure comprehensive feedback, serving as a primary validation engine for new features during both pre-development discovery and beta phases.
- Aligned Business, Engineering, Support, Success, Sales, and Marketing disparate departmental competing priorities around a single cross-functional roadmap.



RELEVANT PROFESSIONAL EXPERIENCE

03/2012 - 09/2021

● Co-Founder & Product/Technical Lead

Giftology

Co-founded and scaled a leading e-commerce and distribution business, culminating in a successful equity exit.

- Scaled the company from 0 to \$1M revenue in 5 years.
- Secured \$700K+ strategic investment to scale manufacturer-direct product procurement and supply chain growth.
- Navigated entry into national retail and bookstore chains, aligning product with high-volume retail demands.
- Engineered a custom middleware layer connecting Magento/WordPress sites with centralized ERP and POS systems.
- Directed IT infrastructure and SEO strategy to drive ROI and operational scalability for multiple e-commerce platforms.



05/2016 - 06/2017

● Product Manager

EDITEC

Led product strategy for a global sports betting/lottery provider operating in 20+ African countries – emerging markets with significant infrastructure constraints.

- Conducted on-site research in 4 African countries for specific user journeys.
- Directed technical requirements for Mobile Money APIs and credit card gateways to expand market share.
- Spearheaded a GPS-based reporting system and BI analysis tool to optimize physical sales networks.



08/2015 - 05/2016

● Product Manager

RetailDrive

Recruited by the CEO to lead the platform's internal product evolution, following a successful collaboration at Anais.

- Collaborated with the Co-Founder to define long-term vision and translate goals into a structured roadmap.
- Assumed full lifecycle ownership of the lease contract management platform.



04/2014 - 08/2015

● Product Manager

EDITEC

Orchestrated the end-to-end development of a Loyalty & CRM system integrated with MS Dynamics to enhance customer retention and automate lifecycle marketing operations.

- Architected a high-fidelity SAP data integration to power real-time Business Intelligence for executive decision-making.



12/2009 - 04/2014

● Business Analyst

ANAIS Digital

Strategic partner managing end-to-end delivery of complex SaaS, mobile, e-commerce, and big-data projects.

- Lead development of a €600k+ platform for lease contract management.
- Led delivery of the RTL news app, which held the #1 rank in the Belgium App Store for four consecutive months.
- Oversaw the development and migration of multiple Magento-based web shops. Combined budgets of €250k+.



04/2007 - 12/2009

● Managing Partner & Product/Project Manager

Ennova Software

Co-founded and directed the Romanian development center for a Belgian HealthTech startup.

- Led development of a medical BPM system integrating decision-support workflows for metabolic diseases.
- Designed the database structure for an ontology archetypes-based knowledge base engine targeting semantic integrations with 3rd party applications.
- Managed the company's budget in total value of €500K for more than 3,000 days total workload.



EDUCATION

1995 - 2001

Bucharest, Romania

● Master's in Computer Science

Politehnica University of Bucharest - CETTI

REFERENCES

Peter Ungureanu (CEO & Co-Founder @ Unified Practice)

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