



Data and Product Analytics leader building the AI-native intelligence platform behind smarter customer, product, and revenue decisions. Turning adoption telemetry into measurable growth.

EXECUTIVE PHILOSOPHY

"Data is not just an infrastructure cost: it is a **core product that drives growth and retention**. When built with product discipline and AI-native self-service, data transforms from a passive reporting tool into a commercial growth engine."

I lead the data and product analytics function that closes that gap.

Most organizations are drowning in dashboards and starving for decisions. The reports exist. The data is technically "available." And yet the people who need an answer—a CSM heading into a renewal, a product leader deciding what to build, an executive sizing a bet—still can't get one fast enough to act on.

My work sits at the intersection of three things most companies keep in separate silos: how customers actually use the product, what they pay, and where the business should focus next. Bringing those together is what turns analytics from a rear-view mirror into a steering wheel.

Over the past few years I've led the shift from static reporting toward AI-native, self-serve intelligence, where the people closest to a decision can ask a question in plain language and get a governed, trustworthy answer. That means investing in the unglamorous foundations—a well-modeled semantic layer, real data governance, quality you can stake an executive decision on—and it means being disciplined about what "self-serve" should and shouldn't allow.

I also lead and grow the team doing this work, which increasingly means preparing analysts and engineers for a world where AI drafts the first pass and human judgment sets the direction.

I advise about the strategy and hard-won lessons of modernizing an enterprise data function: what to invest in, what to retire, how to keep trust while moving fast, and what data leadership looks like in an AI-native era.

CAREER JOURNEY

A Decade of Impact

8x82 POSITIONS
Enterprise Cloud Communications
Dec 2021 - Present · 4+ Yrs

Director, Product Insights
Târgoviște, Romania (Remote)
July 2024 - Present

Lead the Product Insights Lab at 8x8, combining advanced analytics, market intelligence, and behavioral insights to drive data-driven product strategy and measurable business growth. Working at the intersection of product, data engineering, and AI, I build and scale systems that empower faster, smarter decisions.

"What sets my approach apart: I don't just define strategy, I build. Using Claude Code and AI-assisted development, I have personally engineered internal dashboarding and data analysis tools that augmented my team's capacity and generated revenue-impacting insights across cross-sell and upsell motions."

- Enterprise Data Strategy & AI Readiness:** Modernizing infrastructure and integrating emerging AI technologies at scale.
- AI-Powered Tool Development:** Building internal analytics platforms end-to-end using AI coding tools to drive direct commercial impact.
- Product Analytics at Scale:** Overseeing platforms processing 1B+ events monthly with enterprise-grade data governance.
- Customer Profiling & Segmentation:** Deploying advanced models to maximize engagement, retention, and revenue expansion.
- Data Integration & Enablement:** Designing real-time pipelines that surface actionable intelligence for customer-facing teams.
- Telemetry & Tracking Standardization:** Driving unified tracking strategies across multiple product lines.

Sr. Manager, Product Insights
Remote, Romania
Dec 2021 - July 2024

Drove product strategy and growth through market trends, competitor insights, and user and customer behavior analysis.

- Customer Profiling & Segmentation:** Defined ideal customer profiles and implemented advanced segmentation across our install base.
- Product Analytics Platform:** Managed the core analytics platform (1B+ events monthly), including vendor negotiations and enterprise ownership.
- Data Integration:** Built data pipelines to integrate product usage data, empowering customer-facing roles with actionable insights.

VIVREVivre Deco1 POSITION
E-Commerce Leader
Jan 2021 - Dec 2021 · 1 Yr

Head of Growth
Bucharest, Romania
Jan 2021 - Dec 2021

Led strategic growth initiatives including feature teams, conversion rate optimization (CRO), and continuous UX/UI enhancements for East European e-commerce market leader.

- Feature Team Leadership:** Collaborated with front-end and back-end developers in Tech feature teams to execute continuous growth experiments.
- Conversion Optimization & RFM:** Implemented conversion optimization and strategic RFM segmentation across customer segments.
- A/B Testing & User Mining:** Conducted A/B testing to validate product hypotheses and analyzed user flow patterns.

Oracle3 POSITIONS AT ORACLE
Enterprise Cloud & Software
Oct 2018 - Jan 2021 · 2.5 Yrs

Development Manager & Creative Lab PMO
Bucharest, Romania
Oct 2019 - Jan 2021

Led the web development team, focusing on data-driven applications and innovative web solutions to support Sales Reps in the competitive cloud market. Served as Product Owner for internal R&D at Creative Lab.

- Agile Project Growth:** Oversaw project growth in an Agile environment, developing personalized user experiences leveraging modern frameworks.
- Research & Enablement:** Conducted qualitative and quantitative research, implementing strategic sales communications for EMEA and JAPAC regions.
- Message Innovation:** Innovated key message delivery methods and web gamification frameworks across Creative Lab projects.

Digital Innovation Lead EMEA & JAPAC
Bucharest, Romania
June 2019 - Oct 2019

Partnered with various functions to identify opportunities and develop pilot frameworks for testing new technologies, solutions, and approaches.

- Technology Pilots:** Developed and tested emerging web technologies and pilot frameworks.
- Gamification Schemes:** Created internal web gamification schemes and complex enablement solutions for sales representatives.
- Cross-Department Growth:** Drove revenue growth by partnering strategically with Tech, Apps, and Oracle Digital teams.

Digital Campaign Manager, EMEA & APAC
Bucharest, Romania
Oct 2018 - June 2019

Managed and created internal communication initiatives for various Lines of Business in EMEA and JAPAC, working closely with stakeholders to transmit key business messages to Oracle's Sales Organization.

- Campaign Strategy:** Developed digital strategies for regional campaigns and enablement initiatives.
- Design & Production:** Coordinated ideation meetings with developers and designers, building brand identities, web portals, and email enablement solutions.

American Experience1 POSITION
International Operations
Dec 2015 - Sep 2018 · ~3 Yrs

Maryland Operations Lead
Bucharest, Romania / Maryland, USA
Dec 2015 - Sep 2018

Managed international operations, visiting partners across Eastern Europe and Asia to oversee recruitment while maintaining relationships with US partners in Maryland and State Department Designated J1 Visa sponsors.

All Friends1 POSITION
Brand & Marketing
June 2013 - Dec 2015 · 2.5 Yrs

Brand Manager
Ocean City, MD / Bucharest, Romania
June 2013 - Dec 2015

Created social media content, oversaw print and digital design materials, and trained sales representatives across partner recruiting agencies in Asia and Europe.

CORE CAPABILITIES

What I Build & Lead

01
AI-Assisted Tooling & Engineering

Engineering internal analytics tools using Claude Code and AI coding workflows to drive direct cross-sell & upsell impact.

02
High-Scale Product Telemetry

Governing analytics platforms processing 1B+ monthly events with enterprise-grade data hygiene and semantic layers.

03
Behavioral Profiling & Retention

Deploying customer profiling models and real-time pipelines that surface expansion opportunities to customer teams.

04
Agile Leadership & Team Growth

Leading cross-functional data engineering and product teams to modernize enterprise data capabilities.

PEER ENDORSEMENTS

What Colleagues Say

"Claudiu is simply awesome. He is extremely bright, and his expertise spanning domains is truly impressive. He's a tremendous leader who elevates his team and others around him. He works through ambiguity to deliver impressive outcomes. He is decisive, empathetic, and diligent. I truly believe Claudiu is a rising star."

MB
Matt Brundage
Streamlining Research @ Rocket | Proven UXR Leader

"Claudiu is a natural born leader, always curious and eager to help a business achieve its full potential. His analytical mindset and user-centered approaches have had a great impact over not only the products, but the team as well."

DD
Dorian Dinu
UX Researcher | User Needs Advocate | PM & Strategy

"Claudiu is a brilliant thinker in a wide array of areas. This is an extremely valuable contributor, t-shaped with an amazing range of subject matter expertise and remarkable depth of experience for his age. Cannot recommend highly enough."

GB
Gary Buck
UX Strategy, Research & Design Consulting

"What impresses me the most about him is his ability to continuously adapt to new challenges in a way that seems effortless. In a short amount of time, Claudiu managed to learn his way into a new role as dev lead and generated scalable solutions for our organization."

AD
Andreea Dumuta
Sr. Manager, UX & Digital Design @ Oracle

"Claudiu is the go-to person whenever you need creative input. He's a true 'brainiac', always searching for new ideas and technologies. He's very skilled in design and development as well, making him the ideal team mate to work on complex projects."

OG
Oana Guta
Digital & Omnichannel Marketing Manager

"Claudiu is a fantastic innovation hunter and experimenter. He can easily wear different hats: strategist, designer and developer. He is enthusiastic, a fantastic team player, witty and funny, and a natural born leader. He's just one of those people that everybody loves."

AP
Anca Pintilie
Global Marketing Executive @ Oracle

EDUCATION & BACKGROUND

Credentials & Formative Years

University of the Arts London
BA (Hons), London College of Fashion, Photography (2012–2015)
• Focus on visual storytelling, digital media, and user perception.

Liceul de Arte "Bălașa Doamna", Târgoviște
High School Diploma, Architecture Section (2008–2012)
• Specialized study in architectural drafting, structural design, and visual aesthetics.

Certifications & Credentials

- General Assembly:** Digital Marketing Circuit Certification
- General Assembly & Udemy:** UX Circuit & Advanced Product Analytics / AI Engineering