

# Matyáš Juřena

Growth, product, and data. 7+ years across B2C, B2B, e-commerce, and SaaS. Background in math and analytics.

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## EXPERIENCE

### Product Manager - SaaS — Realpad

Jul 2024 – Present

- Led product improvements for expansion into new international markets; contributed to 40% YoY ARR growth
- Rolled out self-service analytics for enterprise clients; helped reduce churn risk by about 20%
- Owned discovery and delivery with business and engineering in a complex B2B SaaS platform

### Product Manager - AI — Cleevio

Jan 2024 – Jul 2024

- Shipped a multimodal AI companion app (fine-tuned GPT-3.5 + ElevenLabs); thousands of DAU
- Research, product requirements, and materials that supported CZK 7.5M in pre-seed funding

### Product Manager - e-commerce — Košík.cz

2021 – Jan 2024

- Drove +30% YoY new customers via experimentation, onboarding, and personalisation (web and mobile)
- SEO and performance work to reduce CAC; order completeness +20% via product and operations
- Launched the first international rollout: Kolichka (Bulgaria) on time and on budget

### Data Analyst - e-commerce — Košík.cz

2020 – 2021

- Python demand forecasting: reduced operating costs by 5%
- Financial attribution model linking company KPIs to the P&L

## EDUCATION

### Charles University, Institute of Economic Studies

Bc. Economics and Finance (Honours). Electives: Data Analysis in Python, Advanced Excel, Financial Modelling

### Erasmus — Bocconi

Applied Econometrics, Corporate Finance, Business Strategy

## SKILLS AND INTERESTS

**Tools:** Python, SQL, Metabase, GA4, AppsFlyer, Firebase, A/B tests, Jira, Confluence, Notion, Cursor, Claude, Figma, Make, Zapier

**Languages:** Czech (native), English (C2), Italian (C1), Spanish (C1), German (B1)

**Interests:** cycling, running, hiking, food, nature