

FRATZESKOS DAFERERAS

Product Manager · Product Owner · Business Analyst

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PROFESSIONAL SUMMARY

Product Owner and Business Analyst on a five-year programme modernizing the **European Union Intellectual Property Office (EUIPO)** information system through automations and AI, owning the backlog across **5 Agile delivery teams (50+ people)**. Track record of taking products end to end, market and user discovery, requirements, prioritization frameworks and release delivery, including a marketplace platform I co-founded, now live.

PROFESSIONAL EXPERIENCE

Product Owner & Business Analyst · **Netcompany-Intrasoft** Client: EUIPO Nov 2025 – Present

- **Own the product backlog** for a **five-year roadmap** modernising the EUIPO information system, embedding automations and AI across the platform.
- Act as the single channel between client and delivery: intake every requirement, translate it into Jira work items, and report progress back to the client.
- Coordinate five Agile teams of 10+ people each, managing sprints and Jira boards, with **30+ production releases** so far.
- **Run the daily stand-ups** with the teams **and the weekly report meetings with the client**, keeping Jira boards and dashboards current, partnering with the Project Manager on **release planning** and **delivery monitoring**.
- **Present demos to the client** at the close of each release package, then convert their feedback into prioritised backlog changes and steer the rework to closure.
- Managed the delivery of an AI-driven trademark tool, built by a dedicated team of 10, to production **in a record time** of 3 months, passing UAT in a single cycle. The collaboration and efficiency led the client to ask that future initiatives follow the same model
- Analyze SRS & **product documentation, clarify requirements** with developers and continuously update documentation following refinements and clarifications.

IT & Network Administrator · **National Defence College** Mandatory military service Jan 2025 – Oct 2025

- **Managed the Jira backlog**, prioritized work and coordinated the IT team to deliver it, while maintaining dashboards on network and infrastructure status
- Built automations with the team to streamline repetitive data processing and analysis tasks, while administering user accounts, endpoints and protocol-governed document transfers for all personnel on site.

Associate Product Manager Intern · **Bespot** Retail location-intelligence startup Mar 2024 – Jul 2024

- **Owned a new in-app feedback product end to end**: competitor and market research, feature teardown, MVP scope, and differentiating features drawn from user research, with the Lead Product Manager across 3 teams.
- Co-authored the **product documentation** and decomposed it into Jira **user stories**, then drove the build through backlog refinement and sprint planning.
- Independently **designed** and **built** an internal **improvement-request system** end to end, from the intake form and automated evaluation engine to the prioritization dashboard and a public kanban board showing the status of every request, using a custom prioritization model I built
- Supported the flagship in-store location-intelligence product: backlog refinement, user stories, sprint monitoring, developer support and demo-feedback synthesis.

PROJECTS & ACHIEVEMENTS

EzyFlat · **Co-founder & Product Lead** Flat-sharing platform Nov 2025 – Present

Co-founded a platform matching users with compatible roommates and shared accommodation, taking it from concept to launch, now live at ezyflat.com.

Co-own the product with the rest of the founding team: product structure, **requirements definition, UX design, feature prioritisation and end-to-end delivery**, built around the household, not the listing.

Optimalifts · Co-Founder & Product Designer Computer-vision workout assistant **Sep 2023 – Jul 2024**
Built a workout assistant using a smartphone camera and computer vision to give real-time feedback on exercise form, taken to a working MVP prototype.

ACEin “Compass Cycle” · Incubator Programme AUEB startup incubator **Jul 2023 – Jul 2024**
Selected with my startup project into the year-long incubator track at ACEin (AUEB), covering customer discovery, business modelling and growth planning with mentors.

JA Startup · Entrepreneurship Competition Junior Achievement Greece **Jun 2023**
Reached the finals with a startup concept backed by a full business plan, a complete business model and an Arduino/IoT MVP prototype.

Start for Future · Entrepreneurship Competition International accelerator network **Dec 2022**
Designed and pitched a business idea supported by a strategic business plan and a defined business model.

EDUCATION

BSc Management Science & Technology · Athens University of Economics & Business **Oct 2019 – Sep 2024**
Major: Information Systems & e-Business
Selected projects: Design and Development of an Information System for Optimizing and Digitizing Morgan Stanley HR Workflows, BPMN/ARIS process analysis and redesign (KFC), Customer and basket segmentation on supermarket POS data (RapidMiner)

BSc Electrical & Computer Engineering · National Technical University of Athens **Oct 2017 – Oct 2019**
Discontinued to pursue a different academic path.

CORE COMPETENCIES

Product	Product discovery, market & competitor research, user research, requirements definition, MVP scoping, roadmap ownership, prioritization, PRD writing
Delivery	Client & stakeholder management, Agile facilitation, sprint planning, backlog refinement, user stories & acceptance criteria, release planning, delivery monitoring, cross-functional coordination
Analysis	SRS analysis, process modelling (BPMN, ARIS), data analysis & segmentation, AI/automation products
Technologies & Tools	Jira, Confluence, Figma, Power BI, Google Analytics, MySQL, SQL Server, SQLite, RapidMiner, SPSS, MATLAB, Excel, Visual Studio, Python, Java, JavaScript, Next.js / React, Git, Claude Code, Salesforce, SoftOne ERP

CERTIFICATIONS & TRAINING

Artificial Intelligence and Machine Learning — UCERT (cert. UGRSPUICT325726)	2026
Website Development — Grow with Google	2020
Development of a Digital Marketing Strategy — Grow with Google	2020
Entrepreneurship, Personal Branding & Funding Sources — Mindspace & Infinity Greece	2020
Development of Competencies in Automation Systems (PLC) — Aemifesa, Barcelona	2016

LANGUAGES

English - Fluent (C2) · Greek - Native