Dominik Kolacz

Principal Product Manager, AI. I build and ship agentic products end to end.

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SUMMARY

I build AI products hands-on, and I build them fast. I take a product from the customer problem to live software myself: discovery, strategy, a working prototype on an agent harness, the evals that tell us whether it's good, pricing, and launch. I work the way AI-native teams work (a brief, a working prototype, and an eval instead of a ticket backlog and a sprint plan) and I change how the teams around me work. Technically fluent (Python, SQL, APIs, data models). 10+ years in B2B SaaS across AI, fintech, marketplaces, and hospitality: currently leading the AI product shift at Visme; previously led PM groups at Lodgify, ran a vertical at OLX Group, and shipped early OpenAI-powered features at Flick.

CORE SKILLS

Product Strategy: Vision, ICP and wedge selection, market sizing, positioning, pricing and packaging, JTBD, outcome-based roadmaps

AI / LLM Product: Agentic systems and agent harnesses (Claude Agent SDK), tool calling, MCP, LLM pipelines, evals and LLM-as-judge, golden datasets, traces and observability, guardrails, grounding and context layers, cost and latency optimization

Hands-on / Technical: Python, SQL, REST APIs, data models and backend architecture, AWS fundamentals (certified), Claude Code, prototyping on agent harnesses, production deploys (Vercel), Braintrust SDK

Data and Analytics: Amplitude, event instrumentation, funnel and cohort analysis, A/B testing, data warehousing and semantic layers

Growth and Research: PLG, experimentation, customer discovery, quantitative and qualitative research, activation funnels, 0-to-1 launches

Leadership: Cross-functional alignment, executive communication, leading and mentoring PMs, operating model design, vendor selection, partnerships

WORK HISTORY

Principal Product Manager, AI

January 2026 to Present

Visme | *Remote*

Leading Visme's product and strategy shift from a visual design tool to an AI content platform for B2B teams. I own the company product strategy, the AI generation platform and its quality bar, and the new-product bets that test the direction. Hands-on: I prototype on agent harnesses, read traces, and ship to production.

- Authored the new product strategy end to end (vision, ICP, wedge, validation roadmap) and earned alignment across executive leadership and the board.
- Validate before building: interviews, working prototypes, and segment A/B tests against pre-set kill criteria, with AI used to mine customer evidence at scale and product judgment deciding what ships.
- Own the AI generation platform end to end: a multi-stage LLM pipeline that turns a prompt plus company context (brand, approved facts, CRM data) into on-brand presentations.
- Own the quality bar for AI output: built the evaluation practice from zero (golden datasets, LLM-as-judge scorers, eval-gated releases that catch regressions, human-in-the-loop QA, Braintrust). Adopted across product, engineering, and QA.
- Build and ship agentic systems: prototyped a generation platform solo on an agent harness (Claude Agent SDK, tool calling, MCP).

- Initiated the company's first data warehouse and a governed context layer through which AI queries company data safely.
- Founding PM of Playbooks by Visme: took a new AI product from concept to a customer pilot programme in four weeks. Validated demand through discovery and pilot calls, a waitlist, and pre-set kill criteria, then ran go-to-market myself: positioning, pricing policy, landing page, and public launch on Product Hunt.
- Led the shift to an AI-native product organisation: replaced feature lists with outcome-based planning (Compass), introduced agent-ready tickets and internal agents, and equipped design with a coding agent on our front-end stack, so the designer went from HTML prototypes to committing the production design system on GitHub.

Group Product Manager August 2023 to January 2026

Lodgify | Remote

- Led a group of Product Managers and Senior PMs across Distribution and Rates Management; defined product strategy aligned with executive leadership and company OKRs.
- Drove multi-channel adoption from 40% to 65% of listings connected to 2+ OTAs, expanding host reach and booking opportunities.
- Owned the partner API integration platform (Booking.com, Airbnb, Vrbo/Expedia): shipped reliability and recovery solutions that reached 99% uptime for reservations and messaging sync and reduced overbookings and customer complaints.
- Oversaw cross-PM initiatives that lifted Rates Management NPS from 4 to 6.5 through tighter strategy, execution, and cross-functional collaboration.
- Led the PM group through OTA partner requirements, securing top-tier partnership status and the commercial benefits attached to it.

Product Lead January 2022 to August 2023

Flick | Remote

- Owned product strategy and roadmap; scaled Flick from Instagram-only to multichannel (Facebook, LinkedIn, Twitter), increasing ARPU by 20% and driving 30% MRR growth.
- Shipped Flick's first AI product on the OpenAI API: a personalized content idea and caption generator that reached 30% adoption in 6 months.
- Launched a post scheduling feature for automated planning and publishing; 40% adoption in 6 months with a strong retention impact.
- Introduced discovery and delivery frameworks that cut cycle times by 30% and lifted team velocity.

Senior Product Manager September 2020 to January 2022

OLX Group | Remote

- Owned product strategy for the Real Estate (Sellers) unit: 4,000 professional sellers and 600k+ listings.
- Improved listing quality by 40% via a simplified posting flow and AI image recognition that classified apartment photos.
- Grew user base by 20% through CRM integrations, self-serve onboarding, and the API integration of an acquired start-up.
- Managed a cross-functional team of 10+ and introduced Amplitude and event tracking with the data team.

Product Manager 2018 to 2020

Arex Markets | Barcelona

- Led product development for Arex's fintech platform solving accounts receivable problems for SMBs. Scaled the receivables platform from €100k to €14M in monthly transactions and expanded to UK and Spain.

- Designed and shipped a trust-accounting-style ledger and settlements flow, ensuring compliance and audit readiness; cut transaction verification time by 80% with real-time dashboards and financial reporting.
- Led two cross-functional product teams, validated with no-code prototypes, and shipped API integrations with accounting software and payment providers to unlock new revenue.

Data Product Owner December 2016 to March 2018
Floraqueen | Barcelona

- Designed pricing experiments that lifted conversion +20% and proposed a new catalog structure that grew revenue +20%.
- Ran A/B tests on the checkout funnel and built product analytics dashboards to drive decisions.

Pricing Manager 2015 to 2016
Mango | Barcelona

- Implemented outlet pricing strategy that grew revenue +15% across web and stores; designed LATAM regional pricing policy delivering +50% cost recovery ratio.

Pricing Analyst 2013 to 2015
eDreams Odigeo | Barcelona

- Launched an arbitrage product generating €1M in annual revenue and ran portfolio pricing A/B tests to optimize margins and conversion.

EDUCATION

Master in Project Management 2014 to 2015
Universitat Ramon Llull, Barcelona

Master in Finance 2008 to 2013
Wroclaw University of Economics

CERTIFICATIONS

- Google Cloud Certified Generative AI Leader (2025)
- IBM Data Science Professional Certificate
- AWS Certified Cloud Practitioner
- Data Product Manager Nanodegree, Udacity

LANGUAGES

Polish (native) • English (bilingual) • Spanish (bilingual)