Tihomir Ivanov

Lead Technical Product Manager | AI & Platform Products | 10+ Years Enterprise B2B

Sofia, Bulgaria | +359 89 5660 190 | tihomir.v.ivanov@gmail.com | linkedin.com/in/ivanovtihomir

PROFESSIONAL SUMMARY

Product leader with 10+ years in enterprise B2B software, now leading AI implementation across Amusnet's internal products. Shipped a RAG knowledge assistant and an LLM-based HR onboarding assistant to production, and drove the platform evaluation that moved the company to a multi-model approach. Earlier led the modernization of two enterprise platforms and founded a product function from scratch.

EXPERIENCE

Amusnet Interactive
April 2026 – Present

Lead Technical Product Manager, AI Initiative

- **Enterprise AI Deployment:** Launched a RAG knowledge assistant over 4 internal data sources, gated by an evaluation framework, with adoption and cost dashboards.
- **Workflow Automation:** Delivered an LLM-based HR onboarding assistant to production after prototype-led user testing, with one human-in-the-loop checkpoint (HR approval).
- **Platform Decision:** Ran a ~2-month Gemini Enterprise POC with 2 developers. It failed the functionality requirements, and the team's recommendation to move to Cloudflare AI Gateway (multi-model) was adopted.
- **API Developer Portal:** Leading product for a developer-experience-first portal that shortens time to integration with the Core system, replacing back-and-forth with integration managers with API documentation, in-portal testing and reporting.
- **Agentic Pipeline:** Designing a chain of AI agents from brainstorming to Jira stories, to test cases, replacing sequential handoffs between product, development and QA.

Amusnet Interactive
2024 – 2026

Senior Technical Product Owner · Enterprise Back Office platform, 1,000+ games, 1,000+ operators

- **Modernization:** Led the modernization of two legacy enterprise applications into microservice-based platforms, prototyping in Claude before committing engineering resources. The platform grew from 300 to 1,000+ games and supported doubling the number of client portals.
- **Regulatory Framework:** Designed and delivered a Regulatory Requirements framework that centralizes jurisdiction-specific compliance rules and applies them as live validations, letting the compliance team self-manage rules and reducing regulatory risk across operator configurations.
- **Leadership Alignment:** Worked daily with the CTO, Head of Compliance, Head of Technology and Enterprise Architects to align roadmap priorities with business strategy and technical reality.
- **Distributed Leadership:** Coordinated geographically distributed teams across Bulgaria, Malta and Romania, managing collaboration and remote delivery across multiple time zones.
- **Technical Specification:** Translated business and regulatory requirements into API documentation and specs across frontend, backend and database layers.
- **Mentoring:** Coached a Senior QA engineer through a transition into a Product Owner role.

Codix
2022 – 2024

Head of Product and User Experience · Enterprise B2B platform (debt collection, leasing, factoring)

- **Product Function:** Convinced management to move from client-order-driven waterfall to a product-led approach. Established the first Product team, hired and mentored two PMs, and introduced Agile across engineering.
- **Search Module:** Delivered a single-field search replacing multi-page navigation that needed multiple reference IDs, reducing time-to-information 4x in user testing.
- **Internal Tooling:** Built a code generation tool for HTML/CSS/JS page scaffolding, cutting page creation time by 70%.
- **AI Support Chatbot:** Designed and piloted a chatbot using a third-party LLM trained on product documentation, to deflect support tickets. Production rollout was initiated at departure.

Codix 2017 – 2022

Frontend and UX Team Lead · Built the UX and frontend team from the ground up

- **Team Growth:** Grew the team from 3 junior developers to 15 designers and senior developers across Bulgaria and Vietnam, establishing UI standards.
- **Platform Migration:** Led the UX and frontend migration of two B2B products (60 clients, 30,000+ users) to a modern web stack while preserving user familiarity.
- **Mobile:** Designed and shipped the company's first iOS and Android app, built from greenfield.
- **User Research:** Introduced Design Thinking and UX research as formal disciplines, moving product development from assumption-led to evidence-led.

Codix 2015 – 2017

Project/Product Manager

- Managed scope and delivery for 3 key client accounts using Jira and Trello.

Hop Online 2014 – 2015

SEO Team Lead

- Led a team of 4 SEO specialists across 5 accounts and supported presales.

EDUCATION

Copenhagen Business School — Master of Organizational Innovations and Entrepreneurship

University of National and World Economy — Bachelor of Marketing

University of Alberta — Software Product Management Specialization

SKILLS

AI & Automation: Agent Design & Orchestration · RAG Systems · LLM Integration (Gemini, Claude) · Prompt Engineering · Workflow Automation

Product Leadership: Product Strategy & Roadmapping · PM Mentorship · Enterprise B2B · Agile/Scrum · Stakeholder Management · Discovery & User Research

Design & Research: User-Centered Design · Design Thinking · Prototyping · Usability Testing

Technical: JavaScript · SQL · API Documentation · Git · Jira · Confluence

Languages: Bulgarian (native) · English (fluent) · Spanish (intermediate)

CERTIFICATIONS

Real-World Cloud Product Management (AWT & Amazon) · UX Design Professional (Google) · Storytelling and Influencing (Macquarie University)

SIDE PROJECTS

- **AI Product Assistant:** Personal tool guiding product teams through structured discovery to delivery-ready outputs; public GitHub release planned.
- **ADPList Mentor:** Volunteer mentor for early-career product professionals.