

DUNJA CUPAR

Senior Product Manager / Product Operator | B2B SaaS, Cross-industry

Ships in Claude Code · built an MCP

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PROFESSIONAL SUMMARY

Operator who builds the first 10% of any project in code, in days. 12+ years scaling B2B products from zero across AI, PropTech, FinTech, and Deep Tech. Built a European due diligence operation from zero (acquired by Stout), grew a fleet intelligence business 3.5x, led AI-powered platform transformation reducing manual processing 60%. Drives Claude Code daily. Designs agent loops. Built and shipped an MCP (Agent Data Layer).

CORE COMPETENCIES

B2B SaaS & Enterprise Platforms · 0-to-1 Product Development · AI Product Management · Agent Loop Design · Operational Systems Design · Systems Thinking · Cross-Industry Pattern Recognition · Product Roadmap & Strategy · Cross-Functional Leadership · Stakeholder Management · Go-to-Market Strategy · User Research & Validation

TECHNICAL SKILLS

AI: Claude Code daily driver. Agent loops and MCP development (Agent Data Layer shipped). Context engineering, evals, observability. Human-in-loop AI systems.

Technical: Ships v1 prototypes and internal tools in code. Python scripting and automations. SQL queries. REST API integration. Reads TypeScript, React, Next.js.

Product & Analytics: Linear, Figma, Amplitude, Notion.

PROFESSIONAL EXPERIENCE

Product Lead

Feb 2023 – Present

Pangea.ai (Hiring Marketplace: dev agencies, fractional talent, spec generation)

- Drove the service-to-platform transformation end-to-end. Digitized manual marketplace operations into a 3-app ecosystem. Migrated from no-code tools to a scalable product architecture.
- Shipped AI-powered workflow automation including spec generation, reducing manual processing by 60%. Implemented human-in-loop AI on the critical paths where speed and quality both mattered.
- Established product processes, OKRs, and an Amplitude-based analytics framework the team runs from. Drove product strategy from concept through launch.

Product Manager

Oct 2021 – Jan 2023

Nabr (PropTech / Consumer Housing Platform)

- Owned the roadmap across 2-3 engineering teams for four parallel product streams (Capital Planner, Virtual 3D Tour, Design Studio, SalesOps). Worked daily with the CTO on system architecture decisions.
- Shipped Virtual 3D Tour, securing the seed round and replacing \$1M+ in physical showrooms. Shipped SalesOps, unifying 3 systems: error rate from 15% to under 2%, response time from 24–48 hours to real-time.
- Chose to ship internal tools first to unblock the customer-facing build. Reduced customer onboarding from 2 weeks to 7 days.

Product Manager

Jun 2021 – Sep 2021

Flow & Form (Workplace SaaS)

- Led product strategy for workplace management platform. Initiated partnership with Robin (robinpowered.com) and led product integration and process alignment. Flow & Form was subsequently acquired by Robin.

Managing Director (2018–2021) | Technical Operations Lead (2017–2018)

Jan 2017 – May 2021

AlphaPipe (Due Diligence Platform for Institutional Investors, Acquired by Stout)

- Built European operation from zero for a B2B due diligence platform serving institutional investors: private investment firms, global investment banks, hedge funds. Hired and trained 15+ person team, established development teams, QA, and customer success.
- Designed operational infrastructure that enabled the business to scale to 7-figure ARR. Reduced costs 60% through process optimization and strategic vendor consolidation.
- Structured multi-timezone operations supporting global enterprise clients. Designed consultative sales motion, playbooks, and support structure still used by the organization today.

Business Unit Lead

Jan 2012 – Dec 2017

Mireo d.d. (Geospatial Infrastructure, Navigation & Fleet Intelligence)

- Grew business unit from €600K to €2.1M (3.5x) by restructuring the business model: shifted from device purchase to rental, reducing churn from 12-month cycles to 3-year minimum commitments. Full P&L ownership across hardware and software.
- Ran four simultaneous partner-led GTM channels: device manufacturer white-labeling, telecom operator partnerships, insurance company telemetry integrations, and software partner integrations. 180+ clients across six verticals, each with different hardware, workflows, and stakeholder requirements.
- Built fleet intelligence products on geospatial infrastructure: GPS telemetry processing, map-matching, routing algorithms. Expanded from basic tracking into construction, waste management, emergency patient transport, intercity delivery, and international trucking, each requiring custom solutions.

RECENT BUILDS (2025-2026)

- **Pangea Phase B (Spec Gen):** Defined initiative end-to-end and built high-fidelity prototype in Claude Code. Compressed design-to-spec handoff from weeks to days.
- **Agent Data Layer (MCP):** Designed and shipped a Model Context Protocol implementation for AI-agent data context. Solo build in Claude Code.
- **Compound Engine:** Personal operations system for cross-channel outreach, signals tracking, and pipeline management. Markdown-based, end-to-end.
- **Croatia LegalTech AI Triage:** Researched and designed a citizen-facing AI legal triage system for Croatia. Parked at design phase after running the correctness-QA math.

EDUCATION

Bachelor of Science in Business Management

Rochester Institute of Technology

Focus: International Business & Marketing | Graduated with Honors