

Cezary Baraniecki

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PROGRAM & TECHNICAL DELIVERY | B2B SaaS, INTEGRATIONS & OPERATIONS

Program and delivery leader with experience coordinating product, engineering, customer, vendor, and field work across B2B SaaS and industrial projects. Built delivery systems for a 10-person US/EU integration team, coordinated cross-site product delivery at Snap, and managed \$10M+ EPCM projects.

EXPERIENCE

Snap Inc. (Snapchat) - Berlin, Germany - Product Owner, ScalAR | March 2021 - March 2024

- Helped define ScalAR, a 0-to-1 workflow that used ML to create interactive 3D ecommerce assets from product photos.
- Coordinated requirements, dependencies, planning, reviews, and retrospectives across Engineering, Design, ML, and customer-facing teams in Berlin, Tel Aviv, and San Francisco.
- Defined acceptance criteria and review gates across image submission, generation, artist touch-ups, approval, delivery, and viewer readiness.
- Helped integrate Forma visual try-on into Fit Finder; the combined flow gave shoppers a size recommendation and a view of the item on themselves, producing a 3% conversion lift in A/B testing.
- Set up dashboards and led A/B-test readouts across conversion, CTA engagement, purchase behavior, drop-off, and returns to guide rollout discussions.

Fit Analytics - Berlin, Germany - Head of Integration Management | November 2018 - March 2021

- Grew Integration Management from four people, including me, to a 10-person team across the US and EU; the team delivered 100+ integrations in my first year.
- Personally managed 10+ customer implementations at a time, from sales handoff and kickoff through technical scoping, data review, frontend coordination, QA/staging, rollout, and ongoing client care.
- Introduced a Jira workflow with issue types, handoff rules, and templates to replace coordination across Trello, Slack, and email; standard integrations typically ran about eight weeks.
- Launched an API onboarding team for customers that needed more control than the standard JavaScript implementation, coordinating customer scoping and implementation options with Engineering.
- Built reusable implementation plans, onboarding material, Confluence pages, and troubleshooting guidance for new hires and customer teams.

Polaris - Alberta, Canada - Project Manager & Engineer | March 2011 - August 2016

- Managed \$10M+ funded oil and gas EPCM projects across scope, schedule, budget, procurement, vendors, client communication, and field execution, including work for Enerplus and Apache.
- Owned equipment-installation and engineering scopes for wellsite separation and tie-in systems, carrying design decisions through procurement and field execution.

Weatherford - Alberta, Canada - Field Operations / Early Engineering Role | September 2009 - October 2010

- Worked in safety-critical wireline operations, running specialized tools several kilometres down drilled wells during long shifts and extreme conditions.

SELECTED WORKFLOW PROJECTS (ON GITHUB)

Expense Tracker - Google Apps Script, Google Sheets, Drive

- Built and deployed a phone-friendly receipt-capture app for two family users, with a short path from photo to stored expense and recovery options for missing or incorrect data.

WatchSignal - Next.js/React, FastAPI, SQLite, TMDb

- Built and deployed a two-person movie-night app with private reactions, shared rankings, household history, and explanations for recommendations. Used a fixed evaluation set before changing the default scoring.

Threadwise - Python, Gmail API, OpenAI API

- Built a live personal email triage workflow that applies deterministic rules first, can route unresolved cases to an optional OpenAI step, and keeps corrections and unsubscribe actions in human review. Categorized about 6,000 emails after roughly 30 preference questions.

EDUCATION & CERTIFICATIONS

- M.A., Economics & Politics, Charles University, 2018 - Summa Cum Laude
- B.Sc., Mechanical Engineering, Western University, 2008
- Certifications: PMP | CSPO

SKILLS

Program Planning & Dependencies | Delivery Systems & Handoffs | Risk & Launch Readiness | APIs & Integrations | Jira/Confluence/Notion/Linear | Dashboards & A/B Readouts | Budgets & Vendors | Salesforce (basic) | SQL (basic)