FLORIN-IOAN CANIA

TECHNICAL PRODUCT MANAGER – Embedded and IoT Systems – B2B SaaS – Automotive Tools – AI Products – Medical devices
Timișoara, Romania – florin@cania.ro , www.cania.ro, +40 723 004 763, Open to Remote EU/US, Hybrid in TM

PROFILE

Technical Product Manager with 20+ years across software engineering, product management, product delivery and technology leadership. I help connecting business priorities with technical implementation. Experienced in turning complex technical capabilities into customer's business value and revenue. Delivered products like: AUTOSAR Developer tooling (used by ~5,000 developers and integrators), over 30 brands of Smart speakers and IoT devices, Sensium Healthcare - medical devices, various embedded systems, A Digital Energy Platform (SaaS) backed by blockchain technology. Strong in product strategy, discovery, roadmap and backlog ownership, technical requirements, stakeholder alignment and product delivery. My product work now extends into AI through AI-assisted product development, AI workflows exploration and developer-tooling APIs providing the foundation for subsequent MCP integration and agent interaction.

SELECTED AI & PRODUCT WORK

Bill-ics — Utility Bill → Calendar Assistant — Designed and specified an AI-assisted workflow that reads Romanian utility bills, extracts payment information and generates calendar reminders. Owned product definition and solution design end-to-end; developed the working implementation through AI coding tools (Claude Code). Tested extraction across 10 utility-bill formats.

AI Learning & Assessment Platform — Designed and specified an AI-powered learning product that converts PDF, PowerPoint and Word material into assessments, evaluates and explains answers, points to material to be revised, quantifies knowledge and tracks progression, with potential B2B or B2C and white-label applications.

PM Tooling — Prioritization & Strategy Frameworks — Built a 15-lens feature prioritization matrix (Excel workbook + reference guide) with weighted scoring and context presets, and created an interactive product strategy canvas to structure discovery and positioning.

PROFESSIONAL EXPERIENCE

PRODUCT & DIGITAL TRANSFORMATION LEAD / IT MANAGER

Romstiv Grup - Timisoara, Romania · March 2026 – Present | Official titles: Business Development Manager / IT Manager / Electronics Engineer

- Identified digital visibility and operational tooling as growth opportunities and defined priorities for the company's digital transformation.
- Increased MRR from €15K to €18K (+20%) by expanding complex repair services for existing customers and acquiring 3 new forklift-service customers.
- Own internal application development and digital tooling supporting business operations, translating operational needs into requirements, workflows and software improvements.
- Provide technical input into service-line scoping and solution decisions, leveraging hands-on experience across industrial electronics and equipment systems.
- Designed and built the company website and established an SEO/AEO strategy to improve Google search visibility and discoverability in AI-powered search;

PRODUCT OWNER — CLASSIC AUTOSAR TOOLING

Elektrobit Automotive Romania - Timisoara, Romania · Oct 2022 – Oct 2025

- Owned product backlog, roadmap priorities and delivery for Classic AUTOSAR configuration tooling used by ~5,000 developers and AUTOSAR stack integrators.
- Drove productization of a Python API for the tooling, bringing it close to release and providing the foundation for subsequent MCP integration and agent interaction with the toolchain.
- Reduced Change Request idle time from 8 weeks to 4 weeks — a 50% improvement — through tighter prioritisation and delivery flow management.
- Coordinated team’s delivery for 3 major releases annually plus monthly internal releases, aligning priorities, dependencies, risks and stakeholders across engineering and leadership.
- Managed ~10 Epics / ~30 Stories per PI, translating customer and business needs into prioritised requirements, acceptance criteria and delivery plans.
- Defined and tracked product KPIs and used customer feedback, demos and stakeholder input to refine priorities; worked with Jira, Confluence, RTEs and Scrum Masters in a SAFe environment.

PRODUCT MANAGER & ENGINEERING MANAGER — RELEASE OWNERSHIP

Restart Energy Democracy - Timisoara, Romania · Jun 2020 – Oct 2022

- Owned product strategy, discovery and delivery for a commercially deployed digital energy platform spanning frontend, backend, blockchain and back-office capabilities
- Delivered two post-launch product extensions - a CO_2 Footprint Calculator and Sustainability Projects Marketplace - expanding the platform into sustainability use cases and an economic model around customers' calculated footprint.
- Authored product requirements translating business and customer needs into Epics, Features and User Stories across the platform. This included: Front-office features, Back-office features, Roles and Administrators settings, Monitoring graphs.
- Took the platform from product definition through commercial launch and ~18 months of production operation before the company changed strategic direction; served ~200 users and generated ~€1K MRR.
- Led ~10 major releases and continuous internal delivery with a 10-person engineering, QA and DevOps team; introduced the company's first QA function and 2-week Agile iterations.

HEAD OF TEST AUTOMATION & DEVOPS — INTERNAL PRODUCT OWNER

Frontier Smart Technologies - Timisoara, Romania · Mar 2017 – Jan 2020

- Owned the vision, roadmap and backlog for internal automation products and engineering infrastructure; built and led the automation and DevOps team.
- Delivered Jenkins-based CI/CD pipelines and internal engineering tooling, reducing regression testing time by ~70%, and improved build stability by ~20% through stronger CI practices, monitoring and release-readiness controls.
- Delivered reporting and analytics capabilities that improved engineering and release visibility and drove DevOps and SAFe adoption and secured investment in automation.

HEAD OF SOFTWARE TEST ENGINEERING

Frontier Smart Technologies - Timisoara, Romania · Jun 2014 – Feb 2017

- Built and led a 12-person QA organisation supporting up to 8 concurrent product projects, with ownership of quality strategy, delivery, hiring and budget. Led product certifications and ecosystem compliance with Apple AirPlay/HomeKit, Google Cast, Spotify, Wi-Fi Alliance, Bluetooth SIG and UL.
- Delivered the turnkey solution for more than 30 brands of consumer products (Smart and Wireless speakers) including the iOS and Android version of their controlling Mobile App.

EARLIER CAREER — TEST MANAGEMENT & EMBEDDED SOFTWARE DEVELOPER

Movidius (now Intel) · Yazaki · Continental · Siemens VDO - Timisoara, Romania · 2004 – 2014

- Progressed through embedded software, test engineering and test-management roles, including building from scratch a 14-person test organisation at Movidius and developing embedded C/Assembly software for automotive and multimedia products.
- Performed requirements analysis, test strategy, risk analysis and validation for complex software systems; mentored engineers and drove cross-functional improvement actions, coached engineers and management into automation and initial DevOps.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master: **Master of Business Administration** (Business Admministraion) – Politehnica University of Timișoara – 2006-2008
BEng: **Industrial Robots** (Electronics, Automation Software & Robotics) – Politehnica University of Timișoara – 2003-2006
BEng: **Power Electronics** (Power electronics) – Politehnica University of Timișoara – 2000-2003

PROFESSIONAL DEVELOPMENT (On the job training): SAFe PO/PM · SAFe Scrum Master · ISTQB · TMMi · PMI-PMP - project management training · Leadership · Mentoring · Coaching · Product Management and AI Product Management (Anthropic, Stanford, Coursera), Harvard Business Review, DOAC, McKinsey and for markets, products, economic stats, reality checks and study reports.

PRODUCT & TECHNICAL SKILLS

Product: Product Strategy · Discovery · Roadmapping · Backlog Management · Prioritization · Requirements · KPIs / OKRs · Release Management · Stakeholder Management · Risk Management · Monetization · Agile / SAFe / Scrum

Technical: Developer Tools · SaaS / PaaS · APIs · MCP · AI Product Development · AI-assisted Prototyping · AI Agents · RAG · LLM Applications · Agentic Workflows · AUTOSAR · Embedded Systems · DevOps / CI/CD

Tools: Jira Align - Jira - Confluence - Jenkins – Git - Claude Code - Cursor - ChatGPT - GA4 - Google Search Console

LANGUAGES

Romanian — Native, English — Fluent