

Irena Medlin

Product manager and business owner ([Falling Lakes Hostel](#)). I'm passionate about helping teams discover elegant solutions to problems worth tackling. With over 10 years of experience, I have worked with a variety of clients in hospitality and healthtech.

WORK EXPERIENCE

Product Owner - Wellster Healthtech Group

February 2024 - present

- Stakeholder management: continuously evolving the brand and company vision together with the various stakeholders. Due to my planning and prioritizing skills we were able to successfully launch another telemedicine platform under the Wellster umbrella (goeasy.de) in under 2 months.
- Breaking down the vision into tangible epics and tickets (user stories).
- Owning and maintaining the prioritization of the backlog across 5 platforms to ensure that the development team works on features that provide the highest value to patients and stakeholders.
- Ensuring that the development team follows Scrum ceremonies in order to maintain agile best practices.

Product Owner (freelancing) - ZenZen Diabetes Support

September 2023 - February 2024

- Working with the founders to define the vision, strategy, and roadmap to build a scalable gestational diabetes health app that fulfills users' needs and aligns with the business strategy.
- Writing user stories and organizing sprints for the UX/UI design and development teams.
- Working closely with the founders to implement agile development methodologies to improve workflow.

Founder/Product Manager - Falling Lakes Hostel

September 2013 - Present

- Developed the hostel from the ground up and grew the business to be known as a top hostel in Croatia.
- Managed continuous product improvements at the hostel in order to maximize profitability and increase customer satisfaction. This included expanding our product offering based on customer feedback to include: outdoor adventure tours, transportation service, and a food and entertainment program.
- Aligned a team of 8 people, as well as external stakeholders, to achieve our shared vision and goal of operating an 'outdoor based hostel' that covers all our guests' needs.
- As a result of my efforts, I was able to grow the revenue year to year by 10-15%. To date Falling Lakes Hostel has consistently achieved a 9.5/10 rating on Hostelworld with 2.3k total reviews and was awarded Best Hostel in Croatia in 2020.

CONTACT

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[Website](#)

SKILLS

- Scrum methodologies
- Agile Development
- Strategic thinking & problem solving
- User & Market Research
- Meticulous Planning & Organization
- Stakeholder Management

TOOLS

- Jira
- Confluence
- Atlas
- Looker Studio
- G Suite
- Miro
- Figma

LANGUAGES

English - Native
German - C2
Croatian - C2
Spanish - B1

LICENSES/CERTIFICATIONS

Professional Scrum Product Owner I
Scrum.org, 2024

EDUCATION

Product Management Certificate
CareerFoundry, 2023

Master of Environmental Studies
York University, Canada

Honors Bachelor of Science
University of Western Ontario,
Canada

**Ontario/Baden-Württemberg
Exchange Program**
University of Freiburg