

Cristian (Chris) Făgărășan

PRODUCT & GROWTH LEADER · FINTECH · PRODUCT-LED GROWTH

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PROFILE

Product leader with 10+ years across product management, growth, and delivery in fintech and marketplaces. Currently Head of Product Development at **Bono Fintech** — the team behind SOLO, Romania's #1 accounting app for freelancers (19,000+ clients) — where I lead the **0→1 build of Bono**, a fully digital accounting platform for Romanian SRLs. Previously at **Toptal**: scaled the Growth Product organisation from 6 to 13 squads (serving as interim VP of Growth Product), launched **HireGlobal** — global workforce onboarding and payments — and ran a portfolio of acquisition products. I build growth systems, not one-off wins: instrumented funnels, a disciplined experiment cadence, and decisions made on data — and I ship with AI: my platforms are built almost entirely by AI agents, through a multi-agent development suite of my own design.

200

COMPANIES INCORPORATED VIA THE FUNNEL I OWN

60%

CONVERSION TO THE ACCOUNTING WAITLIST

6→13

GROWTH SQUADS SCALED AT TOPTAL

4

M&A PRODUCT INTEGRATIONS LED

CORE STRENGTHS

- Product-Led Growth
- Growth Experimentation
- Funnel Analytics & Activation
- Onboarding · Pricing · Conversion Flows
- Fintech & Payments
- Cross-functional Leadership
- Roadmap & Prioritisation
- AI-Native, Agent-Driven Development

EXPERIENCE

Head of Product Development · Bono Fintech

Nov 2024 – Present

Bucharest, Romania

- Lead the **0→1 build of Bono (bono.ro)** — a fully digital accounting, invoicing, and company-setup platform for Romanian SRLs, launching autumn 2026: product strategy, roadmap, and delivery.
- Own the **product-led acquisition motion**: the free, fully online company-setup flow (start.bono.ro) as the self-serve entry funnel, instrumented end-to-end — **200 companies incorporated, with 60% converting to the accounting waitlist** ahead of launch.
- Shipped the invoicing MVP with native **eFactura** integration (Romania's national e-invoicing system) and **AI-powered document processing** (OCR, extraction, summarisation).
- Built and lead the product-engineering team (senior C#/React engineers); the platform is **almost entirely AI-built**, delivered through **“J” — a multi-agent AI development suite of my own design** (planning, implementation, and multi-agent code-review loops).

Product Manager · Toptal

Jan 2023 – Nov 2024

Remote — United States

- Managed a portfolio of affiliate and publication websites as **acquisition products**, driving qualified traffic and conversion.
- Launched **HireGlobal** — global workforce onboarding, management, and payments.
- Owned product initiatives for post-acquisition integrations across platform and operations; led discovery-to-delivery integration of **four acquired businesses**.
- Prioritised backlogs on customer value, feasibility, and impact.

Agile Program Manager · Toptal

Aug 2021 – Dec 2022

Remote — United States

- Scaled the **Growth Product organisation from 6 to 13 squads**; served as **interim VP of Growth Product**.
- Delivered the Managed Teams and Managed Delivery initiatives; rolled out a company-wide Product Development Process.
- Led the setup of Toptal's AI infrastructure.

Senior Program Manager · Tremend Software Consulting

Jun 2019 – Aug 2021

Bucharest, Romania

- Delivered a multi-market eCommerce platform across **20+ countries**; led multi-team execution in high-complexity enterprise environments.
- Mentored delivery managers and raised execution quality across programs.

Project Manager · SHE Informationstechnologie AG

Oct 2018 – Jun 2019

Cluj, Romania

- Implemented Scrum for a healthcare web platform with distributed teams, enabling iterative delivery of digital healthcare workflows.

Product Owner · BitStone

Jan 2016 – Oct 2018

Cluj-Napoca, Romania

- Led product discovery and delivery for multiple software products, from requirements to launch; shipped widely adopted WordPress plugins.

Earlier: Software QA Engineer & Scrum Master, Linkscreens (2015) · Co-founder & Operations Manager, Happy Weddings (2010–2015).

SELECTED PROJECTS

firmoscop.ro · personal project

- Company-intelligence platform with registry, financial, and risk data on every Romanian company — verification and prospecting.
- My growth lab: pricing experiments and multi-channel acquisition — SEO, Google Ads, and LLM/AI-search.
- Built end-to-end with AI and operated solo, from product to production — cloud-deployed on Railway.

EDUCATION

Doctoral studies (PhD, in progress)
Technical University of Cluj-Napoca —
doctoral research on IT project
management

CORE — Credential of Readiness
Harvard Business School Online

CERTIFICATIONS

PMP® · PMI-ACP® · SAFe® POPM · AI Product Management · PROSCI®
Change Management · Six Sigma Master Black Belt™ · MSP® · DASSM

LANGUAGES

Romanian (native) · English (fluent)