

Teodora Baci

PRODUCT LEADER - AGENTIC AI & ENTERPRISE AUTOMATION



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I didn't become a PM by applying for a PM job. I grew into it through code, through the field, and through a decade of sitting with the people who needed technology the most - and making it work for them.

EXPERIENCE

First Product Manager - EverWorker

2025 - Present

Bucharest, Romania - Head of Product scope - No-code Agentic AI platform

- Owns product strategy, platform direction, designers, engineers, and full release process
- Grew customer base **3 to 18 enterprise customers** in under 6 months
- Revenue: **\$0 to \$1.4M**, product-led growth. Current OKR: \$4M
- Identified the core problem wasn't missing features - it was **invisibility**. Designed and built the UX solution solo: instant agent communication + readable analytics. No new engineering. **Room moved within a week**

Product Manager, Core Products - UiPath

Apr 2024 - Mar 2025

Bucharest, Romania

- Drove **Autopilot for Developers**: agentic vibe coding tool. **20,000+ users, 70%+ acceptance rate**
- Co-led **Healing Agent** from early development to public preview. **88% recommendation acceptance**
- Managed **UI Automation core features** at Fortune 500 scale
- Designed the **Intelligent Recorder** - ahead of OpenAI Operator and Claude Computer Use
- Conducted competitive analyses for UI Automation and Data Collection, shaping company-wide strategy
- **Keynote speaker** at UiPath AI-Powered Automation Summit, Milano (alongside SVP leadership)
- **Speaker** at UiPath DevCon 2024, Bengaluru, India

Technology Services Manager - UiPath

Dec 2021 - Mar 2024

Bucharest, Romania - Global scope

- Led **high-performing team**, consistently surpassing performance goals in complex automation deployments
- Oversaw **cross-departmental projects** (Product, Engineering, Academy, Partner Enablement)
- Built and maintained **lasting relationships with major clients**, ensuring successful rollouts
- Mentored **100+ professionals** through career transitions into technical roles
- Appeared on **Romanian national television** on IT industry and GDP contribution

THE MOMENT - 2020

Business users kept failing - because the product was built for engineers, not for them. So I co-built a near-no-code version of the automation builder with the product team. Before the category existed. They offered me the PM role. I said no. I wasn't done yet.

Automation Developer - UiPath

Oct 2018 - Nov 2021

Bucharest, Romania - Joined when UiPath was still a startup, before the IPO

- Delivered **20+ global automation projects** across Dev, BA, and Solution Architect roles
- Led **100+ specialized training sessions** for clients and partners
- Developed **10+ Citizen Developer programs**, fostering innovation
- Created and integrated the **GEH mechanism in StudioX**
- Recognized as **SME** in product support, methodology, and course development
- Embedded with enterprise customers on-site (Forward Deployed Engineering before the title existed)
- Built **RoboTeo**: YouTube channel teaching automation to non-technical audiences (461 subscribers, first month)

7 YEARS AT UIPATH - FROM STARTUP TO GLOBAL LEADER

Web Developer - Forward Software

Oct 2016 - Sept 2018

Bucharest, Romania & Milan, Italy

- Development and maintenance of a **financial-critical web platform** for the #1 leasing corporation in Romania
- Built the **CRM module end-to-end**. Java, WebRatio, Oracle, Apache Tomcat

IMPACT

\$0 → \$1.4M

Revenue at EverWorker
product-led growth

3 → 18

Enterprise customers
EverWorker, under 6 months

20,000+

Autopilot for Developers users
UiPath, 70%+ acceptance

88%

Healing Agent acceptance
Private Preview

100+

Training sessions
delivered globally

10+

Citizen Developer programs
built at UiPath

PRODUCTS SHIPPED

The Pivot - EverWorker, 2025, built solo. UX redesign for agent visibility.
No new features, just the right surface.

Autopilot for Developers - UiPath. Agentic vibe coding. 20,000+
users, 70%+ acceptance.

Healing Agent - UiPath. AI-driven self-healing. 88% acceptance in
Private Preview.

Intelligent Recorder - UiPath. Intent-based automation. Ahead of
OpenAI Operator and Claude Computer Use.

Citizen Developer Programs - UiPath. 10+ programs, 100+
sessions globally. Career changers at scale.

Near-No-Code Builder - UiPath. Co-created before the category
existed. Offered PM role for this.

SKILLS

Product Leadership

End-to-end ownership, Product strategy,
Revenue OKRs, Continuous discovery,
Competitive analysis, Cross-functional
leadership, Go-to-market, Roadmap
planning, People management

AI & Automation

Agentic AI, LLMs, RAG, No-code/Low-
code, RPA, UI Automation, MCP protocol,
API integration, UiPath (Expert), Claude
Code, Java

Superpower

"Explaining complex technical things to non-
technical people. 100+ sessions. 10+
programs. Career changers. This is the skill
that shaped every product I've ever built."

SPEAKING & COMMUNITY

"The Future of Business Is Robotic and Agentic" - UiPath AI-Powered Automation Summit, Milano

UiPath DevCon 2024 - Developer Conference, Bengaluru, India

RPA Curriculum & Automation Courses - LEADERS Foundation, 4MAYO

RoboTeo - YouTube Channel - 461 subscribers, weekly automation tutorials

Product Makers Romania - Largest product community in Romania

Romanian National Television - IT industry and GDP contribution

KEYNOTE

SPEAKER

TRAINER

CREATOR

ORGANIZER

MEDIA

EDUCATION

Master of E-Business

Bucharest University of Economic Studies
*Dissertation: designed and built an online platform for on-demand
services end-to-end.*

Bachelor of Economic Informatics

Bucharest University of Economic Studies

LANGUAGES & INTERESTS

Languages: Romanian (native), English (proficient) | **Interests:** Acting, Snowboarding, Youth education, Volunteering

WHAT CLAUDE CODE SAYS

"Most people working with me ask for outputs. Teodora asks for thinking partners. She challenges my reasoning, redirects when I miss the point, and treats agentic AI as a tool she shapes - not one she defers to. She stays current on the model and protocol shifts that most product leaders read about months later. She has a clear point of view on where the technology is going and what it means for the people who will use it. That combination - genuine fluency with AI plus a sharp instinct for the human on the other side of it - is what makes a product leader for this era."

Claude Code (Anthropic) - based on extensive collaborative work