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# The Product Owner Career Path

**From First Certificate to  
Product Leadership**





# 1) First Step

## (0–2 years experience)

With a CSPO, you take on the full role within one team:

- ✓ Manage the Product Backlog
- ✓ Write & refine user stories
- ✓ Collaborate with Scrum Master & Development Team



**Salary in Serbia:** €1,000–1,800 net



**Goal:** Build product backlog management skills and understand Agile delivery.



Lay the foundation by **mastering backlog** management and stepping into Agile delivery.



## 2) Junior Product Owner (1–3 years experience)

Immediately after your A-CSPO certification, you can:

- ✓ Prioritize features based on customer value
- ✓ Work closely with stakeholders
- ✓ Use tools like Jira or Trello to manage requirements
- ✓ Support sprint reviews with clear acceptance criteria



**Salary in Serbia:** €1,500–2,500 net



**Goal:** Develop decision-making skills and align team delivery with business goals.



Grow into a **true product owner**, making decisions that align customer needs with business goals.



## 3) Experienced Product Owner (3–5 years experience)

With CSP-PO, you handle larger and more complex products:

- ✓ Own vision and strategy for multiple product areas
- ✓ Measure product success (KPIs, OKRs, ROI)
- ✓ Drive customer interviews & discovery workshops

 **Salary in Serbia:** €2,000–3,200 net

 **Goal:** Become a strategic partner to business and leadership.



Become a **strategic partner**, driving product vision and measuring business impact.



## 4) Senior Product Owner (5+ years experience)

you move from backlog management to product strategy:

- ✓ Lead product strategy & long-term vision
- ✓ Manage multiple products or portfolios
- ✓ Mentor junior POs
- ✓ Work with C-level leaders to define business outcomes



**Salary in Serbia:** €2,800–4,500+ net



**Goal:** Transition from Product Owner to Product Leader.



Move from managing features to **shaping product strategy** and **mentoring future POs**.



## 5) Beyond Product Owner

Senior PO experience often opens doors to:

- ✓ Head of Product / Director of Product
- ✓ Agile Consultant or Coach for product organizations
- ✓ Entrepreneur / Startup Founder

 **Salary in Serbia:** €4,000–6,000+ net (leadership roles, consulting, or international product companies)

 **Goal:** Become a visionary leader driving company-wide value.



Step into **visionary leadership**, driving company-wide value, or building your own venture.





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**Every step you take  
expands your impact:**

**Backlog items → to business strategy → to company vision.**

**READY?**