

# How product teams helped Allegro become international?

Jan Pastwa

allegro

500 mln offers

30%  
ecommerce  
journeys start  
on Allegro

7000  
employees



Jan Pastwa  
Senior Product Manager

# Product teams

- 2 pizza team (developers + engineering manager + product manager)
- responsible for dedicated area, with specific metrics and goals
- responsible for both development and maintenance
- focused on delivering value on product, not just features

# Product teams at Allegro

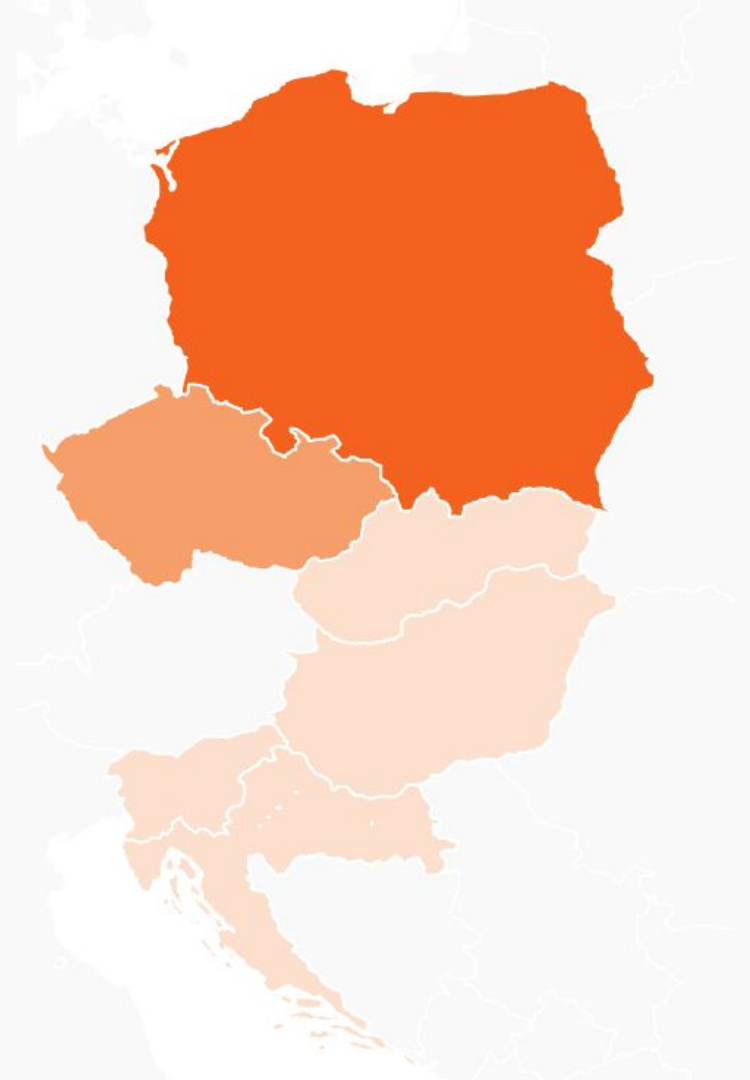
# Product teams example

From entering the page till add to cart	<b>Search and select</b>	40 teams
From add to cart till finished payment	<b>Order and pay</b>	30 teams
From finished payment till delivery	<b>Deliver</b>	60 teams
From registering merchant to settling	<b>Merchant experience</b>	60 teams
Maintaining platform for other teams	<b>Technical platform</b>	80 teams
		<hr/>
		270 teams

# Over the product team

- Few teams connected by "value stream" have same boss - Senior Engineering and Product Manager.
- Teams and areas create their roadmap and they have to consider their own work and requests coming from other teams and Board.
- Decision power and results responsibility lies on team.

**How product  
teams made  
allegro.cz  
possible?**



# What is the challenge?

25 years of tech stack  
focused on Poland

Major migration still under  
way

Few attempts to go  
international in the past



- Major decisions consulted and taken upfront
- Most of decisions left for product teams to coordinate and implement
- Result: Better decisions taken close to trenches

**Better  
decisions**

# Better delivery

- Teams know they products and their challenges
- Teams will estimate better and not sugarcoat scale of problems - you will have more realistic timeline
- Result: More predictable delivery

- With autonomous team you can let them drive conversations. Most of issues will be solved here.
- For the rest - open common channels for everyone and steer questions to proper people

# Better coordination

# Easier team growth

- Onboard people as tourists to connected teams
- They learn product culture and processes and technology
- In 2-3 months you have new team, equipped to take old or build new product

- After 1 year - allegro.cz started with 100 mln offers to be bought
- We opened allegro.sk and allegro.hu
- We have now 20 mln active buyers from all countries

**How does  
it end?**

# Why product teams?

- Big changes without interruption
- Decisions made by people close to the frontline
- Change delivered on time, without sacrificing long term interests

# Thank you

Any questions?

Catch me after...