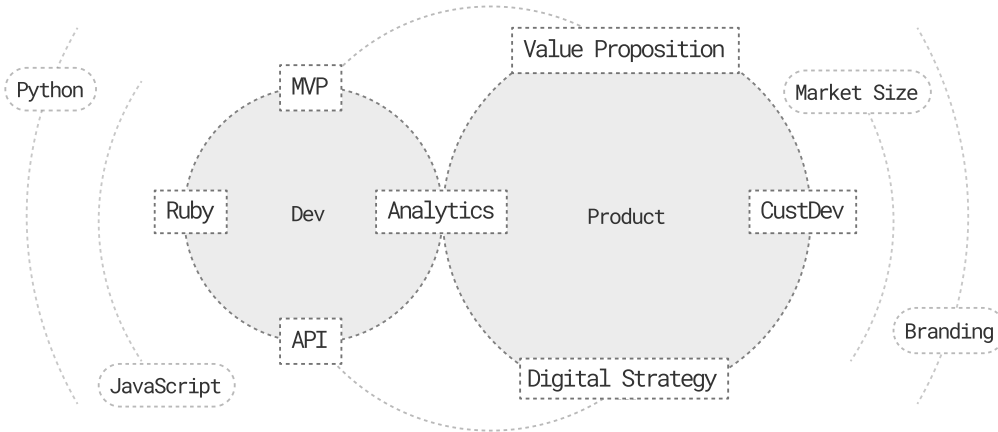




Ruben Babaev

Product Lead

10+ years of experience in
Software Development,
Digital Marketing
and Startups



Innovative Product Development

For the past few years I've focused on creating products that didn't exist before - Smart Kitchen Devices, Computer Vision for Restaurants, Crypto Token for SMM. I enjoy researching customer pain points and developing solutions for them.

Product Management Expertise

Held Product Manager positions across different organizations, demonstrating a strong background in marketing strategy and execution on all levels of product development. My favorite stage of working on products is from 0 to 1.

Venture Capital Funding

Secured capital from Genesis Capital VC for EYWA, indicating a level of trust and validation from financial stakeholders in the venture. Good understanding of investment deals both on the investor and startup sides.

Crowdfunding Success

Achieved a successful crowdfunding campaign for Art Challenge, demonstrating capability in fundraising and community engagement. Started Social Coins, a crowdfunding platform.

Education

- Information Technology at Rostov State University of Economics (2004-2010)
- Digital Marketing at IKRA (2010-2011, Moscow)
- Branding at International High School of Brand Management (2012, Moscow)
- Startup Acceleration at South IT-PARK (2015, Rostov-on-Don)
- Startup Acceleration at IIDF (ФРММ) (2017, Moscow)

Recent Books read

Blue Ocean Strategy

Guerrilla Marketing: Cutting-edge strategies for the 21st century

The Power of Habit: Why We Do What We Do in Life and Business

The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers

Thinking, Fast and Slow

Decoded: The Science Behind Why We Buy

2023, Bangkok

Founder

of RubetON, a crypto token on TON with several utilities. Trading on DeDust.io and STON.fi exchanges.

Product Manager

at Narai Market, Marketplace for Thailand legal cannabis products. Customer development, MVP, Product-Market Fit, Go-to-Market Strategy

2021 - 2022, Moscow

Product Manager

at South IT-Park Startup Accelerator. Marketing campaign for the education program, startups consultations

Product Manager

at Riiva.ai, a computer vision assistant. Financial Model, Customer Development, Pivot, Value Proposition, First sales

2015 - 2019, Moscow

Co-Founder and CTO

of EYWA Smart Kitchen. Raising capital from Genesis Capital VC, reached 1M revenue(P) with furniture marketplace, Digital Ads, Sales, CRM, Platform Development. Pivoting to Smart Kitchen company, making 10 smart displays prototypes

2014, Rostov-on-Don

Founder

of Art Challenge, education game. Successful crowdfunding campaign, TV and media coverage, MAU 90.000

2013, Rostov-on-Don

Founder

of Social Coins, charity crowdfunding platform. Team building, platform development, startup accelerators, pitching investors, first sales

2010 - 2013, Moscow

Digital Strategist

at Sauce and EtoLegko advertising agencies, focusing on Digital Marketing services for our clients Londa Paris, UniCredit Bank, Bin Bank, CENTRO and many others

2009, Rostov-on-Don

Network Specialist

at ELTEK Satellite Internet, working on Internet and TV solutions for private households.

My Contacts

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