Daria Kulikova

Senior Product Manager | MVP | G2M | Roadmap | AI | ML | SaaS | B2B | B2C

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ABOUT

Data-driven Senior Product Manager with 7 years of experience and strong skills in enterprise-grade product development, experimentation, and a proven track record of taking products from concept to user-facing launch.

Led 4 end-to-end B2B or B2B2C SaaS products from concept to introduction and 50+ product feature developments throughout career, including a B2B Digital Accessibility software platform that scaled Monthly Active Users by 10X within a year and a B2B2C LegalTech eCommerce Platform Product that generates $70M YoY growth.

Seeking a Product Manager position at Apple company where I bring my technical and product expertise along with strong product communication skills to support your strategic goals.

EXPERIENCE

Product Manager, Growth and Experimentation   May 2023 – present
THOMSON REUTERS
Leading a B2B2C LegalTech eCommerce software Platform Product responsible for generating revenue for 7 SaaS Products totaling $316M every year.

Achievements
- Designed and launched over 30 A/B tests, growth experiments, and affordability campaigns that grew upgrade conversion by 6% within 2 months and trial sign-ups by 13%.
- Developed and launched a data-driven growth campaign that generates personalized usage summaries, driving engagement and renewals resulting in a 23% increase.
- Launched AI-driven e-commerce recommendation system that increased offer clickthrough-rate by 37%.
- Built a gen-AI chatbot within renewal experience that addresses inquiries regarding subscription modifications and price negotiation, resulting in 18% call deflection and 8% renewal conversion increase in the first 4 months.

Responsibilities
- Developed and currently leading a 3-year **global expansion product roadmap** for the B2B2C LegalTech Platform focused on retention through data-driven experiments and A/B tests aimed to increase renewals, upsells, cross-sells, and trials by 60% by 2027.
- **Collaborated cross-functionall**y with Product Marketing, Operations, Engineering, Data Science and Sales to implement payment options for market-specific needs that achieved 12+ successful launches, an upsell increase of 10%, and digital trial sign-up increase of 15% YoY.
- Generating a pipeline of PQLs for product-led sales and product-led sales to increase value of upsell and renewals by 15% YoY

Product Manager, Platform   May 2022 – May 2023
LEVEL ACCESS (merged with eSSENTIAL Accessibility) | Arlington, USA
Led the world's largest B2B SaaS Digital Accessibility Platform Product that makes web apps accessible to people with disabilities. Launched 2 complex security and packaging systems.

Achievements
- Created a powerful admin ecosystem for internal staff that increased productivity of the existing CS, Delivery and Support teams by nearly 33%, enabling the company to acquire 4 Fortune 100 clients without hiring new staff.
- Converted the platform to a tier-based pricing and packaging model by implementing RBAC security framework from scratch and allowing for a robust access management that resulted in 2400% growth of DAU in 12 months.

Responsibilities
- Created platform **product roadmap** and platform **product strateg**y with a focus on enterprise-grade scale and security supporting 5 core product lines, which contributed to total ARR of $40M.
- Set up B2B SaaS Digital Accessibility platform for product-led growth and self-serve onboarding by building an **MVP** with self-serve user deprovisioning, user lifecycle, and payments.

- Led the development of product security features and permission controls to support 5 PMs and their requirements.

Product Manager, Core
May 2021 - May 2022
eSSENTIAL Accessibility (merged with Level Access) | Toronto, Canada
Drove end-to-end development of a B2B SaaS Digital Accessibility Platform Product as the first PM hire. eSSENTIAL Accessibility merged with Level Access in 2022.

Achievements
- Launched key product features: 3 product integrations with Jira, Azure AD, and Asana; SSO, MFA, in-app project management system, multi-tenant platform architecture, enterprise-grade security and permissions model, tiered packaging and subscription system, user flow analyzer.
- Collaborated on the **product vision**, product **strategy, and positioning** while establishing PMF and growing the MAU X10.

Responsibilities
- Executed effective product launches in **G2M** partnership with Product Marketing and Product Operations teams, driving the sale of the platform to new markets. Compiled press releases.
- **Prioritized** product and architectural **requirements** for rapid platform growth
- **Developed** and exceeded **product KPIs** and set the standard for backlog management and **user story writing**
- **Conducted** at least 4 **user interviews** a week, processed **Voice of Customer** feedback across all channels to inform the development of the product roadmap
- Trained & onboarded 5 Products Managers

Product Owner / Technical Implementations Manager
Aug 2018 – Apr 2021
Q4 INC. | Toronto, Canada
Built Fintech B2B SaaS CRM onboarding for investor relations professionals and launched 120+ IPO websites.
- Automated product onboarding within the company's analytical CRM that enabled data migration and allowed the company to unlock a new customer segment.
- Created a **pricing strategy** for custom IPO projects which brought close to $18K in the first 3 months.
- Led and launched 120+ WEB and CRM projects for IPO candidates enabling them to be fully set up for trading and communicating with investors as soon as they went public.
- Managed product backlog, **wrote user stories**, **requirements** and acceptance criteria; **developed KPIs** for the team.

Product Marketing Coordinator
Mar 2017 – Aug 2018
Medical Pharmacies Group | Toronto, Canada
Led Product Marketing strategy and execution for a B2B Pharma-tech enterprise that provided hardware (drug-dispensing machines) and supporting a SaaS application to long-term care facilities.

EDUCATION & TRAINING

Smith School of Business at Queens University   **2023**
Master's degree, Product Management (MDPM) **|** Kingston, Canada

University of Toronto   **2022**
B.Sc. Biochemical Engineering **|** Toronto, Canada
Completed course work towards the degree; did not complete final 2 lab courses of the 4th year due to Covid lockdown

George Brown College   **2017**
A.A., Business Admin – Marketing | Toronto, Canada

Certified Scrum Product Owner (2021)**,** Pragmatic Institute - Data Science (2021)
Reforge - User research for Product (2021), Data analysis and instrumentation (2022)

SKILLS

Product Management Skills: product vision, product strategy, product discovery, product-led growth, enterprise product development, JTBD, data instrumentation, systems thinking, product analytics, GTM strategy,
Technologies and Tools: SQL, Python, AI product development lifecycle, classification algorithms, recommender systems, NLP, transformers.