

Daria Kulikova

Senior Product Manager | MVP | G2M | Roadmap | AI | ML | SaaS | B2B | B2C | Master's in Product Management

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ABOUT

Data-driven Senior Product Manager with 7 years of experience and strong skills in innovative end-to-end product development, retention and expansion strategies, and a proven track record of taking products from concept to user-facing launch in a fast-paced environment.

Led 4 end-to-end B2B or B2B2C SaaS products and 50+ product feature developments throughout career, including a B2B Digital Accessibility 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 Sr. Product Manager, DEX Speed Expansion position at Amazon where I bring my e-commerce growth expertise and strong analytical background to support your strategic goals.

EXPERIENCE

Product Manager, Growth and Experimentation

May 2023 – present

THOMSON REUTERS

Leading a B2B2C LegalTech eCommerce Platform Product driving revenue expansion for 7 SaaS Products totaling \$316M every year.

Achievements

- Designed and launched over 30 A/B tests and growth experiments, grew upsell conversion by 6% within 2 months and trial sign-ups by 13%.
- Developed and launched an impactful data-driven growth campaign that generates personalized usage summaries, driving expansion resulting in a 23% increase in renewals and overall shopping experience.
- 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

- Created a product vision for the Product Growth track getting buy-in from stakeholders across the organization; **executing on a 3-year product roadmap** focused on retention through establishing growth flywheels and A/B tests aimed to increase renewals, upsells, cross-sells, and trials by 60% by 2027
- Established closed partnership with each product manager on the team to power agile product development and test their ideas before committing to launch
- Collaborated on **go-to-market strategy** with Product Marketing, UX, and Sales achieving 12+ successful launches, an upsell increase of 10%, and digital trial sign-up increase of 15% YoY.
- Synchronized VoC program across multiple channels to inform the development of **Growth roadmap**
- 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 making the 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 the productivity of the existing CS, Delivery and Support teams by nearly 33%. Enabled 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 resulting in 2400% growth of DAU in 12 months.

Responsibilities

- Created platform **roadmap** and platform product **strategy** with a focus on enterprise-grade scale and security supporting 5 core product lines, contributing significantly to the 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.
- Supported 5 Core product managers on the team by building the security features and permission controls to support their lines of work.

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. Reached the merged with Level Access in 2022.

Achievements

- Launched key 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** while establishing PMF and growing the MAU X10.

Responsibilities

- Executed highly effective product launches in **G2M** partnership with Product Marketing and Product Operations teams, driving the sale of the platform to markets where it wasn't previously a standard requirement
- Prioritized product and architectural **requirements** for rapid platform growth, making critical tradeoffs
- Consistently 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

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 us 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.