

Katerina Stepanova

Product Manager, AI agents

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About me

Hi! My name is Katerina 🙋 I am a Product Manager specializing in taking products from 0 to 1. Over the past 8+ years in tech, I've worked across product, design, and sales, which has given me a strong understanding of both the commercial and technical sides of building impactful products. I've contributed to the growth of three startups — [a B2B SaaS platform](#), [an e-commerce marketplace](#), and [a career search website](#).

In 2020, I joined a well-being startup as a founding member and spent five years building a user-centered product from the ground up, with the goal of setting a new industry standard. Along the way, I learned how to navigate ambiguity, make independent decisions, and rely on data as my compass. I exited the startup after shipping the third version of the app, just as the company was preparing for its acquisition by [TrueTribe](#) in early 2025.

As of May 2025, I'm at [Manychat, where I work on building AI agents](#).

Working Experience

Product Manager, AI agents | Manychat – chat marketing platform, B2B SaaS

Amsterdam, Netherlands | October 2024 – Present

- Launched Open Beta for an AI agent with 100K+ conversations automated weekly, and 60% likeness rate.

User Enablement Lead | Quan | May 2025 – September 2025

- Developed a strategy for AI-first self-service.

Product Manager and Founding Member | Quan – employee well-being software, B2B SaaS

The Hague, Netherlands | August 2024 – Present

- Spearheaded the launch of the platform's third iteration, which delivered significant technical and usability enhancements, reducing bugs by 60%, and preparing the product for a 10X scale.
- Built a fully self-service user journey (including automated emails, a comprehensive knowledge base, and educational videos), contributing to an adoption & user retention rates upwards of 75%, compared to the industry average of 30%.
- Led the platform's localization into Dutch supporting 10X of the projected revenue.

Head of Community | Quan | October 2022 – July 2024

- Built a thriving community of 450+ HR professionals (directors and C-level in the NL and UK), contributing to 22% of the company's new ARR.

- On average, converted 24% of MQLs into discovery calls each month.

Customer Success Lead | Quan | September 2021 – October 2022

- Designed and implemented scalable processes, successfully servicing 25+ customers and maintaining a churn rate below 5%.
- Developed key value moments that reduced Time to Value by 70%, improving user satisfaction.

Well-being Program Manager | Quan | September 2020 – September 2021

- Managed and scaled well-being programs, transforming them into core features of the MVP, achieving a 93% engagement rate among early adopters.

Learning & Development Specialist | Knack – organisational consultancy

Amsterdam, Netherlands | September 2019 – September 2020

- Designed and facilitated innovative learning programs for 50+ managers, leveraging the ADDIE methodology to improve leadership and operational efficiency.

Lead Designer | numrussia.ru – double-sided e-commerce marketplace, B2C

Moscow, Russia | September 2015 – December 2017

- Developed brand identity and UX prototypes for the MVP.

Interim Product Manager | icanchoose.ru – career searching platform, B2C

Moscow, Russia | June 2015 – August 2015

- Delivered the first iteration of the flagship website, defining its roadmap and managing development, resulting in a successful launch within three months.
- Co-created the brand name "I Can Choose," establishing a strong identity in a competitive market.

Project Manager | QSOFT – web-development company

Moscow, Russia | April 2013 – May 2014

- Led a cross-functional agile team to deliver custom corporate solutions, ensuring on-time and within-budget project completion.

Education

- **MA, Erasmus Mundus Joint Master Degree, Global markets, Local creativities** | University of Glasgow, UK; University of Barcelona, Spain; Erasmus University Rotterdam, Netherlands | 2017 – 2019
- **BA, Graphic Design** | British Higher School of Art and Design, Russia | 2014 – 2016
- **BA, Project Management (Honors)** | Financial University Under the Governance of RF, Russia | 2009 – 2013

Certificates

- **Psychological work with groups** | 1-year continuous professional education program, 2022

Languages

- **English** – native proficiency
- **Russian** – native
- **Spanish** – intermediate
- **Dutch** – basic