

Katerina Stepanova

Product Manager

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About me

Results-oriented Product Manager with 8+ years of experience building and scaling tech solutions, including leading roles at three startups. Skilled at taking products from 0 to 1, managing cross-functional teams, and driving user-centered product innovation. Over the past 5 years, specialized in well-being tech, delivering impactful solutions that enhance employee engagement and organizational success.

Key competencies: *User research, product roadmap development, designing & prioritizing product backlog, coordinating with all product stakeholders, agile methodologies, product data analytics, data-driven decision-making, adaptability, and operating in highly uncertain environments.*

Working Experience

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 | QSOFIT – 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