# ANDREY SAFONOV

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I started my career as a software engineer, developing text collaboration software. Later, I worked as an implementation consultant for the Ministry of Finance, where I built an online tax portal serving 5 million taxpayers. At my current company, I was the first PM, scaled the product from $5M to $50M, built a product management team and led the product through 2 private equity exits.

## Experience

### Director of Product

Apryse (PDFTron)

October 2021 - Present (1 year, 9 months)
- Established product function and currently leading a team of 5 PMs, 2 Designers, and 1 Product Marketing Manager
- Responsible for a $50M portfolio consisting of Document SDKs, APIs and UI components used by 90% of Fortune 500
- Rolled out consumption-based pricing instead of value-based pricing and increased win rate from 30% to 85%
- Built an embeddable web DOCX editor generating $3M in pipeline upon launch

### Technical Product Manager

Apryse (PDFTron)

November 2019 - October 2021 (2 years)
- Unlocked a new distribution channel through Low-Code platform providers that brought $5M ARR over the 2 years
- Created and delivered a roadmap that brought user value, business value and aligned with strategic direction
- Launched a new secure video review product that brought $1M ARR in the first year
- Wrote technical documentation, developer guides, samples, blogs, and videos to improve product onboarding
- Crafted messaging for product launches, accompanying content, hosted webinars and sales enablement sessions

### Technical Solutions Engineer

Apryse (PDFTron)

December 2018 - November 2019 (1 year)
- Helped Account Executives to close 25 deals amounting to $3.5M TCV per quarter by building PoCs, running demos
- Worked closely with a team of developers to build out missing features for prospects
- Provided pre-sales and post-sales development support to customers

### Implementation Consultant

Fast Enterprises

August 2015 - December 2018 (3 years 5 months)
- Built an online portal for filing taxes for the Ministry of Finance in British Columbia that is used by 5M users today

### Software Engineer

Mgestyk

September 2014 - August 2015 (1 year)
- Worked on real-time collaborative text editor based on TinyMCE

## Education

Bachelor of Applied Science - Computer Engineering

2011 - 2015 (4 years)

Certified Scrum Product Owner (CSPO)

December 2022

## Skills

Product Strategy, Product Development, Product Marketing, Product Design, Solution Architecture, Pricing Strategy, People Development, Sales, Start-ups, API Development, Consulting, Developer Experience, Content Creation