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people. Right people. Since 2014, we've been helping CxOs of
technology companies world-wide to get access to the most talented
software engineers from Ukraine and Poland building software
solutions for large enterprises, new ventures, and NGOs in the most
risk-proof and cost-effective way possible. With us: , - your
engineering team will get the specific technical expertise and domain
knowledge you need;; - you will get access to world class software
engineering teams and technology consultants. - your business can
scale flexibly. Whether you need a 1 Senior guy for 4 weeks part-time
or a team of 5 engineers for 12-24 months, we will help you find fit.
Honestly, what else do you need from a software development company?
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****Company Workforce Snapshot****

Total Employees - 184

Department Distribution (Top 5) -

Engineering - 82 (44.6%)

Human Resources - 18 (9.8%)

Program and Project Management - 13 (7.1%)

Sales - 12 (6.5%)

Business Development - 12 (6.5%)

Location Distribution (Top 5) -

Ukraine (all cities) - 103 (56.0%)

United States (all states) - 38 (20.7%)

Poland - 15 (8.2%)

Mexico - 9 (4.9%)

Lviv (Ukraine) - 9 (4.9%)

Headcount Change Year-over-Year - -17 (-8.5%)

Headcount Change Last 6 Months - -11 (-5.6%)

Top Skills (by %) -

JavaScript (22.3%)
HTML (19.6%)
CSS (17.4%)
Git (16.9%)
SQL (16.9%)
Project Management (16.3%)

Single-Person Functions -
Legal, Accounting, Education, Quality Assurance

****Insights****

- Despite an overall 8.5% annual headcount decline (-17 employees), Engineering grew modestly year-over-year (+1.2%), now comprising nearly 45% of the workforce (82 employees), indicating a sharpened focus on core product capabilities amid contraction elsewhere.
- Human Resources shrank significantly (-18.2% YoY, from ~22 to 18), yet remains disproportionately large at nearly 10% of staff, suggesting either ongoing restructuring, heavy recruitment focus, or potential inefficiency in HR relative to company size.
- Sales headcount remained flat over the year (12 employees, ~6.5%), while Business Development stayed stable, implying limited recent commercial expansion efforts despite stable product investment.
- The company's geographic footprint is highly concentrated: 56% of staff (103 employees) are in Ukraine, with Kyiv and Kharkiv as key hubs, exposing operational risk amid regional instability but also reflecting a cost-efficient talent strategy.
- U.S. presence accounts for 21% (38 employees), mostly in Florida and Tampa Bay, indicating a secondary commercial or client-facing hub, but still relatively modest compared to engineering-heavy Eastern Europe.
- The top skills profile is heavily weighted toward front-end and full-stack development (JavaScript, HTML, CSS, Git, SQL), aligning with the dominant engineering function, but less emphasis on advanced backend, AI, or data science capabilities, which may limit future product differentiation.
- Quality Assurance headcount has sharply contracted (-66% YoY), now just 1 employee, raising potential product quality or release risk given the company's ongoing engineering focus.

- The ratio of Engineering (82) to Sales (12) is roughly 7:1, typical for a tech-centric firm, but combined with flat sales hiring, it signals a potential imbalance between product build and commercial go-to-market scaling.
- Several single-person functions (Legal, Accounting, Education, QA) highlight operational fragility in compliance, finance controls, and product testing, which could become bottlenecks or risk points as the company grows or faces regulatory scrutiny.
- Regional hiring trends show relative stability in Ukraine and the U.S. over recent months, with minor fluctuations, indicating no aggressive new market expansion or contraction, but rather a cautious, maintenance-focused posture.

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Website Traffic Snapshot

- Monthly Visitors (most recent): 20,333
- QoQ Change in Visitors (absolute and %): -4,670 (-17.74%)
- YoY Change in Visitors (absolute and %): -26,232 (-56.33%)
- Traffic Source Breakdown: Direct 39.35%, Search 46.93%, Referral 7.90%, Social 5.02%, Paid Referral 0.67%
- Most Recent 6-Month High & Low Visitor Volume: High 46,565 (June 2024), Low 20,333 (Feb 2025)
- Top Rising Traffic Source (last 3 months by % increase): Social (+8% relative increase from Jan to Feb 2025)

Insights:

- Despite a >50% YoY traffic collapse, social traffic share has steadily quintupled since June 2024, signaling an emergent reliance on social channels amid declining overall reach.
- The sharp drop in search share from 71% to ~47% over 8 months suggests waning organic discoverability, increasing dependence on direct and alternative channels.

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Funding Snapshot

- Total Investment (USD) - 0
- Since Last Fundraise - N/A
- Last Funding Round Type - N/A
- Last Funding Round Amount (USD) - N/A
- Number of Funding Rounds - 0
- Notable Investors - None

Insights:

- None

Vlad Kytainyk – CEO & Founder at KitRUM

Position Start Date: 1 June 2017

LinkedIn Link: https://www.linkedin.com/in/ACwAAAJAIJ8BvPbJaywlp_FmRRV_OQUJqq9XeTM

Summary: Previously served as VP of Solutions at AgileEngine, a fast-growing US software company recognized on the Inc 5000 list, before founding KitRUM and Whales Marketing, where he leads teams delivering software development and marketing solutions.

Kira Severin – Co-Founder at KitRUM

Position Start Date: 1 July 2014

LinkedIn Link:

<https://www.linkedin.com/in/ACwAABnYRAMB5nipGsyOWzvvyj8bWT3GpMKZy2e4>

Summary: An accomplished operations leader who previously managed delivery and operations at SoftServe and Plarium, Kira has driven significant improvements in client retention and service efficiency as Co-Founder and VP of Operations at KitRUM.

- Article Title: KITRUM Steps Up Security with ISO 27001:2022 Certification [2025-03-21]

Link: <https://kitrum.com/blog/kitrum-steps-up-security-with-iso-27001-2022-certification/>

Summary: KITRUM has achieved ISO 27001:2022 certification, demonstrating its commitment to robust information security practices. This strategic milestone enhances trust with clients and positions the company as a reliable partner in the global IT market.

- Article Title: KITRUM | Huge News! We are ISO 27001:2022 certified [2025-04-02]

Link: <https://www.instagram.com/kitrum.team/p/DH8YGATtJCO/>

Summary: KITRUM announced its ISO 27001:2022 certification via social media, further substantiating its adherence to high security standards. This achievement underscores the company's focus on maintaining secure IT infrastructures and data protection.

- Article Title: Kitrum запускає сервіс пошуку клієнтів і розробників для українських IT-компаній [2024-05-09]

Link:

<https://www.village.com.ua/village/business/news/338865-kitrum-zapuskae-servis-poshuku-klientiv-ta-rozrobnikiv-dlya-ukrayinskih-it-kompaniy>

Summary: KITRUM launched a client and developer matching service aimed at supporting Ukrainian IT companies during challenging times. This initiative highlights the company's dedication to bolstering the local IT ecosystem and fostering resilience in the industry.

- Article Title: Growing global business amid war: Lessons from Ukrainian tech company Kitrum [2022-11-21]

Link:

<https://kyivindependent.com/growing-global-business-amid-war-lessons-from-ukrainian-tech-company-kitrum/>

Summary: KITRUM's ability to expand globally while navigating the challenges of war in Ukraine demonstrates its adaptability and resilience. The article provides insights into the company's strategic moves and lessons learned in overcoming geopolitical and operational obstacles.

- Article Title: 150,000 UAH per Month for the Rebuild of Ukraine From KITRUM [2022-11-09]

Link: https://u24.gov.ua/news/kitrum_donation

Summary: KITRUM pledged a monthly donation of 150,000 UAH to support Ukraine's rebuilding efforts, reflecting its strong commitment to social responsibility and active contribution to the country's recovery during the ongoing crisis.

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Attempt 1: Status is 'processing'

Waiting 20 seconds before the next attempt...

Attempt 2: Status is 'processing'

Waiting 20 seconds before the next attempt...

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