

Kirill Sofronov

kirill.sofronov@gmail.com

www.KirillSo.com

+6587670507

Singapore (PR)

Too busy to read through the resume? [You can chat with it instead](#)

Prompt: "How does Kirill stand out based on [PASTE REQUIREMENTS]?"

SUMMARY

I am a hands-on product manager with 14 years of experience in B2C & B2B, from seed-stage startups to post-IPO organizations in adtech, fintech, marketplaces, private equity, & renewable energy. In my free time, I [build products](#), always learning & cultivating a beginner's mind.

WORK EXPERIENCE

Career break 2025–now

Maker, writer, traveler

- Working on 2 projects with Claude Code & Codex CLI agents.
 - Keepsake - an easy way to preserve family memories. Accepted to an iterative validation sprint with **\$10k grant and collected 100 beta sign-ups pre-launch**. Utilising LLMs for transcoding and transcription of video and audio for cleanup and story rewrites from 2nd and 3rd person narrative.
 - CitizenTrail - a one stop shop for immigration data. Orchestrating scraping pipelines with LLMs for data extraction, strict schema normalization and standardization of discrepancies from public government sources.

Delivery Hero 2022–2025

Principal Product Manager (M2 / IC5)

- Shipped a 0 to 1 API gateway infrastructure product that orchestrates incentive-related data and drives platform profitability across **21 markets in Europe and APAC**.
- Shaped and executed a product roadmap for **2 teams of 20 engineers**
- Centralized architecture for the domain that resolved UX inconsistencies in 21 countries, affecting **+50 million** users and saving **50 hours/month** in engineering capacity.
- Launched a high-value actions initiative to lift acquisition, reactivation, and subscription metrics, which is on track to generate **\$100m/year** in incremental GMV.
- Built a new incentive component that produced **\$16.5m in GMV** uplift

Standard Chartered, Ventures 2020–2022

Product Manager, Growth

- Grew a consumer-facing mobile app to **100k MAU in 12 months** via 3rd party integrations, SDKs, partnerships & cross-sell channels.

Antler 2019–2020

Entrepreneur

- Took part in a venture studio program and disproved the hypothesis that aimed to improve the efficacy of deploying machine learning models in production.

Carousell 2018–2019

Product & Venture Lead

- Collaborated with founders on a decentralized identity platform aimed at fraud prevention. Built the MVP, secured **30+ data partnerships**,

Remerge 2015–2018

Director, Business Development

- Delivered over **\$50m in advertising budgets**. Closed strategic accounts while working closely with cross-functional teams and leadership.

IONIQ Group 2012–2015

Business Development Manager

- Acquired and managed a **sales pipeline of \$1m+**. Worked with game publishers, advertising networks, entertainment and media outlets, and TV stations.

EnerCap Capital Partners 2010–2012

Analyst, Private Equity

- Supported partners in raising **\$450m+** debt financing for renewable energy projects that provided electricity to **200,000 households** and **saved 130,000 tonnes of CO2 p.a.**

TECH

Fundamentals: HTML, CSS, JavaScript, TypeScript, SQL

Frameworks: Svelte, SvelteKit

Databases: PostgreSQL

Design: Figma, Procreate, Webflow, Framer

Analytics: Google Analytics, Adjust, AppsFlyer

Other: Facebook, Google, Apple Search ads, SEO, ASO

PROJECTS

- [Keepsake](#) - preserve your family memories (Svelte, SvelteKit, Neon, Cloudflare, Print API)
- [SchwiftyVerse](#) - save GIFs on a blockchain, built with React & Solana
- [Panic theme](#) - make Logseq pretty, built with CSS
- [The Early Adopter](#) - discover digital products

EDUCATION

Jan Amos Komensky University 2007–2010

Bachelor's degree in comms, media studies

Other

Reforge Mastering product management Experimentation & testing Finding product-market-fit	Launch School Software Engineering	TryHackMe Cybersecurity	Ultraspeaking Public speaking
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