

# Kirill Sofronov

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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   | Launch School        | TryHackMe     | Ultraspeaking   |
|---|----------------------|---------------|-----------------|
| Mastering product management<br>Experimentation & testing<br>Finding product-market-fit | Software Engineering | Cybersecurity | Public speaking |