Ilya Sinelnikov | Director of Product Management
*Boston, MA · ilya@sinelnikov.name · 617-818-1339 · _LinkedIn_ · _Portfolio_*

20+ years leading product, engineering, and design teams | Founded 2 startups in HW & SW
Built Superpedestrian e-scooter, rider app and operations; drove $45M in revenue; acquired 2M riders
Pioneered AI-driven sidewalk detection, ML-powered predictive maintenance, and parking compliance

Professional Experience

WITRICITY — *Wireless charging for electric vehicles*   *Boston, MA*
Principal Product Manager   **2024 — current**
- Led the transformation of 10-year long R&D wireless charging initiative into a market-ready product for commercial fleets, **achieving a 99.4% charging success rate**
- Mapped out strategic vision, roadmap and P&L projections driving solution towards profitability by 2027
- Established KPIs to measure and track user adoption, revenue growth, and unit economics
- Architected, designed, and developed **fleet management cloud platform** for charger management
- Designed and developed in-vehicle parking assistant, achieving **99% first attempt success** rate

SUPERPEDESTRIAN — *Vertically integrated e-scooter manufacturer and operator*   *Cambridge, MA*
VP of Product Management and Design   **2022 — 2024**
- Optimized roadmap in an economic downturn **to enhance profitability, increasing trip cost margin by 27%**
- Scaled the company's footprint, **doubling ridership** year-over-year and reaching over 2M unique riders with 20M trips across 60 markets, generating **$45M in revenue**
- Piloted **AI-based Sidewalk Detection with a 99.1% success rate**, setting a new safety standard
- Launched an **AI-powered Parking Compliance System with AR** using real-time computer vision reducing illegal parking by 78%, improving compliance and ops cost
- Secured a strategic partnership with Google in 50 cities, improving scooter visibility and ridership by 12%

Director of Product Management   **2020 — 2022**
- Deployed Scooter Predictive Maintenance tools utilizing **AI and ML reducing the scooter TCO by 40%** and **improving scooter uptime from 64% to 89%**
- Built and scaled a high-performing **team of 15 PMs**, data analysts and designers driving strategy for 8 products
- **Cultivated A/B testing** for new features, market configuration and pricing, improving revenue by 15%
- Initiated agile transformation across the organization, optimizing workflows for 60+ engineers, reducing sprint cycle times by 15%, and **improving cross-functional execution speed by 22%**

Principal Product Manager   **2018 — 2020**
- **Defined user-centric e-scooter requirements** and engineering specifications for 318 features, setting industry standards for safety (zero battery incidents) and 5-year vehicle lifetime
- Researched 73 scooter models from 7 countries, identifying key customer needs and risks: safety, lifespan, cost of ownership, time-to-market, and future proofing
- Structured and launched a **Vehicle Intelligence System** that automatically detected and self-corrected over 100 potential scooter failures in real-time
- Designed UI/UX and **rolled out a consumer-facing app on iOS and Android** within 4 months

ENVY RENT — *First two-sided car rental marketplace for car dealerships*   *Honolulu, HI*
<u>Founder and CPO</u>   **2015 — 2018**
- **Founded startup**, conceptualized product vision, owned full product life-cycle, hired and led a 15-person team
- **Achieved profitability within 2 months** with initial budget of $45K, total revenue $1.6M
- Developed an automated data pipeline integrating dealership listings from cars.com, reducing onboarding time **from 1 day to 10 minutes**, improving operational efficiency
- Built an exceptional customer support team earning a **4.9-star average rating** across thousands of reviews

DAPPLE GREY AGENCY — *Development, design, business consulting*   *Moscow, Russia*
<u>Founder and CEO</u>   **2009 — 2014**
- **Created company**, delivered 100+ projects in cloud, software, and mobile across various industries
- Modeled and launched the first interactive car interior configurator **boosting customer sales 250%**

LEXIL — *Bluetooth devices and marketing platform*   *Moscow, Russia*
<u>Founder and CEO</u>   **2005 — 2008**
- **Founded startup**, created company vision, strategy and roadmap
- Introduced the world's first proximity marketing device and platform at scale
- Raised $1.5M in Series A, hired and **led a 50-person team** of engineers, developers, and marketers

Teaching and Mentoring

Mentor and instructor, MassRobotics Accelerator   *Boston, MA*
Guide startups on go-to-market strategies, product development, prioritization, P&L   **2024 — current**

Advisor, City of Cambridge Micromobility Advisory Group   *Cambridge, MA*
Consulted the city policy group on city development strategies   **2019 — 2021**

Patents and Awards

- **Licensed Scrum Product Owner** (2020)
- Service of the Year award: "Interactive Web 2.0 car interior constructor" (2014)
- **Top 10 Young Entrepreneur** by *Money Magazine* (2008)
- Holder of three patents Bluetooth Mobile Terminal (2007)

Education

MS in Cybersecurity and Information Assurance | Northeastern University, Boston, MA | *Dean's Scholarship*
BS in Economics and Inf. Systems | Plekhanov University of Economics, Moscow, Russia | *Summa Cum Laude*