

PRODUCT OWNER

Maksym P.

10+ years of experience

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Summary Profile

I have 5+ years of experience product owning Websites and mobile apps both from the business and marketing view. And over 10+ years in banking (operation, treasury and mobile/online banking, fintech (EMI, PSP))

Strong skills in management of digital channel sales and service

Some technical skills (API, integrations, databases; HTML, CSS etc.)..

I can practically turn my technical knowledge into business solutions that have a positive impact on clients' businesses.

Experienced on CMS (Siebel, SAP, etc.) and marketing promotion tools: Google Ads, Facebook Ads, etc.

I have a successful experience in building PowerBI-based analytics systems for the products. Worked with a one of the biggest retailer in UA- Foxtrot LLC as a Product Owner and Head of online sales Department.

Successfully coordinated teams of 5+ internal specialists, as well as joint teams of third-party organizations involved in the product

Finance/Management on the ECOMAN university (Kyiv)

As a product owner I have all the inherent advanced skills.

Passionate for challenges. Good communicator. A team player and leader when needed.

Proactive and Self-Learner.

Fluent English and continue to improve Spanish

Technical Skills

- Waterfall, Agile, Scrum, Kanban, SDLC
- Oracle SQL Developer, MS PowerBI
- API, CD/CI, SQL, Xml, HTML

Trainings & certifications

- 2015 – Project Management (Develor (Project Management School)
- 2022 - Basics of Web UI development (Prometheus)
- 2022 - HTML Essential Training (LinkedIn Learning)
- 2022 - Leadership: Practical Skills (PMI® Registered Education Provider, LinkedIn Learning)

Education

- 2010 - Bachelor's Degree in Finance Management and Banking

Languages

- English (C1)
- Spanish (A2)
- Ukrainian (Native)

Projects Portfolio

EMI/PSP (UK, Canada, EEA)

[10/2022 – now]

Role: Product Manager

Context: Regulated EMI (B2B, B2C) which additionally offers PSP features

Responsibilities:

- Product Owner: Drove strategic product vision and merchant payment initiatives to achieve business objectives.
- Feature Development: Developed and implemented innovative features and capabilities enabling seamless collation, tracking, and settlement of payouts to merchants.
- Real-time System Management: Effectively oversaw the development and management of real-time systems, ensuring accurate recording of revenue and costs.
- Payment Service Design: Designed and built merchant-centric payment services, enhancing the overall user experience and satisfaction.
- Product Roadmap and Prioritization: Led the product roadmap and prioritization process, aligning it with company goals and customer needs.
- Success Metrics and OKRs: Collaborated with cross-functional leaders to define key success metrics and establish Objectives and Key Results (OKRs).
- Data-driven Approach: Leveraged data-driven experimentation and measurement frameworks to monitor product success and drive improvements.
- Process Optimization: Identified and addressed financial and operational inefficiencies, optimizing processes to enhance productivity and efficiency.
- Collaboration and Delivery: Worked closely with product teams, business units, operations, and executive stakeholders, ensuring successful end-to-end delivery of projects and initiatives.
- Successfully engaged in obtaining a principal membership license in MasterCard TM

Forward Online (Kyiv, Ukraine)

[09/2019 – 07/2022]

Role: Product Owner & Head of Online channel

Context: Forward Online is an iOS/Android app and web-online banking (microservice-based).

Responsibilities:

- Product lifecycle management. Improving the level of service by providing advanced services. Ensuring compliance with all stages of the project to properly launch new features in the market on time
- Managing joint teams of third-party organizations involved in the product. Weekly Operational reporting to top management on the status of product.

- Coordination and daily work with all participants involved in projects (technology, operations, business, legal issues, compliance, risks, finances, etc.)
- Increasing the authorization of contracts up to 95% - creating a customer journey for non-customers using technologies and services DIIA, BankID, video verification and remote signing of contracts
- 95% of active clients were involved
- Increase the flow (number of valid leads, cash loans and credit cards) by 10 times in 12 months. Increase in sales of cash loans by 8 times in 9 months.
- Reduction of costs for attracting leads by 25%

Environment: CoreBanking Sys, PowerBI, Firebase, MS Project

Foxtrot LLC, (Kyiv, UA)

[07/2016 - 01/2018]

Role: Product Owner

Context: migration legacy CMS onto SAP Hybris.

Responsibilities:

- Defined the implementation approach, planned, documented and coordinated business trials for 2 sites
- Successfully managed the post-implementation business process
- Creating an internal team to support and develop the platform
- Daily communication with work teams, both national (Kyiv) and international (Riga, Stockholm).
- Migration was carried out in 9 months / Sales increased by 25%

Environment: SAP Hybris, Atlassian (Jira, Confluence), MS Project

Helen Marlen, (Kyiv, UA)

[02/2018 - 05/2018]

Role: Data Analyst / Proxy Product Owner

Context: Implementation of the business intelligent system.

Responsibilities:

- Review the current BI maturity level, define BI priorities, measure and report on performance, Identify BI tools, establish performance goals and metrics priorities
- Sorting, structuring and analysis of data (Excel, Google Sheets). Creating a forecast based on the collected data

Environment: PowerBI, Google Sheets, MS Project, MS Excel

Fidobank (Kyiv, UA)

[08/2015 - 07/2016]

Role: Product Owner / Head of E-channel Department

Context: Fidomarket is an iOS/Android app and web-online banking.

Responsibilities:

- Development and implementation of online strategies Fidobank (new model of retail banking + e-commerce).
- Product lifecycle management.
- Automation and optimization of business processes, migration of cash operations and the purchase of bank products in remote channels, and self-service channels.
- Development and implementation of digital marketing strategy.
- Data analysis, customer insight and segmentation to improve and develop relations with the client, with the aim of increasing the profitability of the channel.
- Cost-cutting, anti-crisis management.
- Indicators: Reduction of the flow on the branch network and call center by up to 10% (due to online migration)
Attracting and retaining up to 15% of new customers, including the progressive younger generation.
Increase in customer behavior analytics covering 20%

Environment: Liferay, Siebel CRM, Microsoft Project

Banking (Kyiv, UA)

[08/2008 - 08/2015]

Role: Cashier, Credit Manager, Head of Branch