



# Slava Kuznetsov, PhD, PMP

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## Summary of Qualifications

Dedicated and methodical, I approach innovation and execution with over 20 years of professional experience in Product Creation and Project Management. My expertise lies in Agile, Scrum, and traditional methodologies. My background in Software Development and Implementation has involved working with an array of systems including Expo, Marketplace, CRM, SCM, WMS, PMS, and more.

Alongside my personal expertise, I lead a resourceful outsourced development team skilled at transforming complex challenges into workable solutions. We're focused on creating custom software from the ground up, ensuring both innovative and efficient outcomes.

As a Business Analyst, I have a knack for Product Design (MVP), optimizing Business Processes, enhancing Efficiency, and conducting Process Audits. Simplifying complex concepts into practical strategies has been crucial in boosting product value and streamlining operations.

Beyond my professional work, I am an Associate Professor in Economics, actively involved in delivering insightful lectures, seminars, and trainings. My commitment to research and education is reflected in my published papers and the positive feedback from my students.

Partnering with organizations worldwide, I am committed to turning visionary ideas into tangible realities through systematic innovation and experienced execution.

## Professional Experience

### Product owner, LeadFrog

2021 - 2023

LeadFrog is an innovative service designed to revolutionize the exhibition experience. Since its launch, it has garnered a user base of over 30,000 across 200+ exhibitions, with ongoing usage. LeadFrog significantly enhances the efficiency of exhibitions by boosting lead collection and slashing labor efforts by 86%. Its effectiveness is reflected in its high customer retention rate, with 4 out of 5 clients returning to utilize LeadFrog for subsequent exhibitions.

As LeadFrog's Product Owner, my core responsibilities included:

- Defining product vision and conducting market analysis.
- Managing and prioritizing the product backlog.
- Collaborating on requirement engineering and user story development.
- Leading cross-functional teams through agile development cycles.
- Overseeing product releases and quality assurance.
- Adapting strategy based on market feedback and trends.

**Main achievements:**

- Successfully implemented 55 investment projects through the Project Management Office.
- Developed and implemented 350 design specifications in 1C.
- Achieved a 10-fold reduction in non-targeted investments.
- Provided training on the basics of project management to 150 employees.
- Completed 100 IT projects per year using PMI methodology.

**Key projects:**

- Developed and launched the ECBMarket service, utilized by 4000 electronics manufacturers and featuring approximately 500,000 product listings.
- Developed and implemented a supply management system (1C:SCM) with the ability to plan activities from logistical statuses, take into account partial repayment of payments, and integrate with the warehouse system 1C:WMS.
- Automated the preparation of typical commercial offers and integrated them with CRM.
- Built a corporate internet portal with social functions and benefits (e.g., corporate lunches, voluntary health insurance, and training) and management functions (managing committees, incubating project initiatives, and managing information system improvements).
- Developed a Balanced Scorecard (BSC) in the areas of logistics, quality, and service.
- Developed and implemented a corporate project management system with the design and management of a Project Management Office, implementation of the 1C:ERP+PM information system, and set up of a monitoring system for key performance indicators (KPIs) within projects.

**Head of process management and development, Volga-Dnepr Group****2010 – 2013****Main achievements:**

- Developed and approved the business process model for the company within 45 days;
- Optimized 5 main business processes;
- Designed and implemented the Balanced Scorecard (BSC) for 10 directions;
- Incorporated into the key personnel reserve program after working for 2 years.

**Key projects:**

- Developed a risk management system for a maintenance repair organization, including the development of risk classification, safety policy, committees, and department design;
- Designed and implemented the Balanced Scorecard from the department level to implementers, considering the work features of engineering and technical personnel. This included the design of indicator passports, methodologies for collecting and analyzing accountability, and integration with motivational schemes;

- Developed and implemented the planning and control system for the annual tasks of departments;
- Formalized and developed the business process model of the company in collaboration with Boeing consultants, and optimized the company organization structure.

### **Leading consultant, BDO Unicon**

**2008 – 2010**

#### **Main achievements:**

- Successfully implemented major projects worth over 2 million dollars.
- Received a 5 out of 5 grade on a 360-degree rating evaluation from mentor and supervisor, resulting in a promotion based on performance.
- Achieved 100% time utilization throughout the entire period of employment.

#### **Key projects:**

- Developed a program to improve the corporate management of Gazprom Germany Group, including analyzing the external environment and competitors, conducting a SWOT analysis, and optimizing gas realization schemes.
- Monitored the effectiveness and risks of long-term financial investments at OJSC Gazprom, leading to the development and implementation of KPI and risks KRI.
- Conceptualized a project management system for ARMZ Uranium Holding Co, resulting in the improvement of the project management system and the adoption and elaboration of decisions in the format of business cases for management.

### **Associate professor, MAI University**

**2006 – 2010**

#### **Main achievements:**

- Developed 4 courses authored by me on project management, enterprise economics, production organization and planning, and crisis management;
- Trained 150 students per year on average;
- Taught 7 different economics courses;
- Published up to 6 articles and scholarly works per month.

#### **Key projects:**

- Designed a management program for the development of short-medium-haul aircraft;
- Developed a methodology and evaluated the effectiveness of using ground-property complexes, which led to receiving a grant from the Moscow government and further implementation.

### **Consultant, Project Practice Group**

**2005 – 2008**

#### **Main achievements:**

- Promoted from assistant to consultant within 6 months;
- Managed 4 simultaneous projects due to high productivity;

- Collaborated with representatives of 5 major clients: the Ministry of Health, the government of the Federal District of KhMAO, the Federal Protection Service, the Ministry of Agriculture, and Irkut Corporation.

#### Key projects:

- Designed monitoring systems for state programs and priority national projects using MS Project Server;
- Developed corporate project management systems.

## Education

**English Advanced** (IELTS 8.0), British Council, 2021

**PhD in Economics** (Project management in Aviation holding), MAI University, 2011

**Project Management Professional** (PMP Certificate), PMI, 2009, 2019

**Master of Economics and Management** (Honours degree), MAI University, 2006

## Advanced Training

**20+ courses from 2006 to p.t. with certificates:** IBM Jira, Data Scientist, Software Development, Risk Management in Developing Projects, Agile, Kanban, Scrum, IT-analytics and administration in 1C:ERP+PM, Programming framework in 1C, Platform 1C: Enterprise 8.2, Time management, Quality and efficiency of processes, Quality audit according to Part-145, Human factor according to Part-66, Requirements EASA Part-145, Strategy development, Project management, Business planning, Portfolios and programs, Requirements PMBoK, MS Project

## Key Skills

Software Development, Product Launch, Product Development, Project Management, Business Analysis, University Teaching, Analytical Skills, Planning, Feature Prioritization, Agile Methodologies, Scrum, Backlog Management, Vision Creation, Customer Engagement, Stakeholder Engagement, Scientific Research, Process Analysis, Communication, Cross-functional Collaborations, Requirements Gathering, Technical Understanding, Open-Source Software, Linux, Market Research, MVP (Minimum Viable Product) development, Technical Support, User Experience (UX), Investor Relations, Client Relations, Team Leadership, Conflict Resolution, Decision-Making, Financial Analysis, Budget Management, Resource Management, Quality Assurance, Change Management, Release Management, Product Strategy, Product Lifecycle Management, Innovation Management, Risk Management, Time Management, Vendor Management, Performance Analysis, Continuous Improvement, Feedback Management, Competitive Analysis, Technical Documentation, Coaching & Mentoring