
Summary

Product manager with 8+ years of experience in the international business. Skilled in the Cross functional Product & Project management in B2B SaaS e-commerce & B2C marketplace environment. Growth strategy.

Work Experience

James Edition

03/2020 – present, Russia/Netherlands

VP of Product

- New feature shaping method implementation based on Base camp's approach that speed up the process by 30%.
- Seller focused features rolled out that drove engagement by 15%.
- Buyer focused features that covered main pain points from the buyers' feedback on classified.
- Scoring model research has been made to select best content for the marketplace.
- New discovery methods implemented on constant basis: buyers interviews and surveys.
- Product analytics tool Mixpanel implemented and constantly updated.
- Performed inbound marketing and product launch activities to drive feature adoption.

JivoChat

08/2018 – 03/2020, Russia/USA

VP of Global Business & Product

- Grew core SaaS communication product by changing the monetization system and growing in-app conversion. Improved customer onboarding and UX based on constant customer research. Participated in creation of logic processes for In-house written CRM.
- Managed diverse international remote team within North America and EMEA SaaS B2B business, leveraging the team to be the trusted digital advisers of our clients and partners. Managed P&L.
- Managed the In-house Partner panel product: doubled the revenue through opening new channels, conversion growth on 30% by implementing onboarding strategy and affiliate panel features.
- Led company's integrations partnerships through a 60% growth. Evaluated customer's experience and marketing functions to increase the number of registrations. Helped partners to grow their customers and scale their programs.

Point Art

06/2015 – 08/2018, Moscow, Russia

Head of Global Growth

- Managed Business development projects in North America and EMEA: led account and marketing international teams, PL management. As the result, opened 12 new countries markets;
- Built strong relationships with C-level executives in order to scale the sales within industry's top international distributors, started online sales and opened several new sales channels;
- Developed and implemented new go-to-market strategy that led to a 35% growth in clients;

Sea Prod

05/2013 – 06/2015, Moscow, Russia

Product Manager

- Collaborated with manufacturing team in the creation of new line of high margin products, which led to 15% total sales expansion;
- Worked with team and customer executives to develop, plan and implement innovative strategies to generate long-term business value and competitive advantages.

Stardiesel

04/2011 – 05/2013, Moscow, Russia

Project Manager

- Created new revenue stream from participation in government tenders and start working with top 10 industry companies resulted in annual revenue growth of 20%;
- Directed projects with Fortune Global 500 companies like "Lukoil", "Metchel" and Domodedovo airport fuel supply complex and Implemented of account after sale support for all contracts on country level.

Education

Université Laval

01/2009 – 04/2009, Québec, Canada

French language studies.

Won the challenge to be selected to International Student exchange program between Russia and Canada.

Russian State University for the Humanities

09/2005 – 06/2010, Moscow, Russia

Bachelor's & Master's degree in International Relations (Faculty of Management).

Extra information

Strategy consulting internship: global real estate consulting intern at Knight Frank, 07/2009 - 10/2009;

Languages: English, French, Russian (native speaker);

Skills and Tools: HTML&CSS, SQL, Kanban, Jira, Confluence, Mixpanel, Amplitude, Hot Jar, Figma, Sendgrid, Quick books;

Personal: data-driven, lead and take responsibility, proactive, hardworking and positive.