

# Sander Bell

## Product Manager · Mobile & Technical

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### SUMMARY

Product Manager with tech background in mobile and web products. Owns end-to-end delivery from discovery and prioritization to execution and monetization. Strong in trade-offs across product, engineering, and growth.

### CORE COMPETENCIES

- **Product Strategy:** Roadmap Planning, Unit Economics (LTV/CAC), GTM Strategy, Agile/Scrum
- **Technical Stack:** React Native, TypeScript, AI Integration, Mobile Architecture, Data Analytics
- **Growth:** A/B Testing, App Store Optimization (ASO), Conversion Rate Optimization (CRO)

### PROFESSIONAL EXPERIENCE

#### Product Lead, Co-Founder

**100K31D** · Dec 2024 — Present

*Leading strategy and technical execution for a productivity-tech studio (2 products shipped, revenue-generating)*

- **Strategic Leadership:** Aligned partners on product roadmap and prioritization, successfully launching two mobile products ([Esse](#), [One at a Time](#)) 0 → 1.
- **Growth & Impact:** Achieved 10,000+ organic users and a 7% freemium conversion rate (vs industry avg 2%) by implementing A/B testing and psychology-backed onboarding flows.
- **Technical Execution:** Architected and implemented production-ready React Native apps.

- **Market Validation:** Validated PMF via low-cost MVP testing on Reddit, achieving a #1 subreddit ranking and establishing immediate feedback loops for rapid iteration.

## Product Engineer (React/Next.js)

Ling App · Dec 2023 — Nov 2025

*Functioning as the technical bridge between Product and Engineering for a platform with 2M+ users*

- **Product-Led Engineering:** Translated complex business requirements into feasible technical specifications, reducing development rework by ~20%.
- **Feature Ownership:** Co-led the scoping and delivery of 40+ major features, managing trade-offs between technical debt reduction and new user value.
- **Retention Optimization:** Proactively identified friction points in the user journey and implemented UI/UX fixes that directly improved session time and retention.
- **Stakeholder Management:** Served as the primary technical point of contact for non-technical leadership, providing accurate feasibility assessments and risk mitigation strategies.

## Product Solutions Consultant

Remote · May 2022 — Dec 2023

*Operating as a technical partner for early-stage founders, translating loose business requirements into shipped MVPs and scalable code.*

- **Stakeholder Management:** Partnered with clients to define MVP requirements and technical scope, translating loose business goals into actionable product roadmaps.
- **Product Growth:** Developed and launched the *Rewords* browser extension, growing it to 1,000+ active users within months and earning a "Featured" badge on the Chrome Web Store.
- **Rapid Prototyping:** Built and deployed multiple web applications using Vue.js and React, focusing on speed-to-market and core feature validation.

## Content Lead

Various media organizations · Feb 2008 — May 2022

- **Startup Leadership & Operations:** Co-founded and managed media startups, assessing resources and operational capacity to launch content products aligned with audience growth metrics.
- **Stakeholder Management:** Managed complex internal stakeholder relationships and cross-functional teams, utilizing conflict resolution techniques to unblock pipelines and align business goals.
- **Product Quality & UX:** Guaranteed the quality of content-related products through rigorous editorial standards, while using user research to pinpoint frictions and optimize retention.

## EDUCATION

### **Master's Degree, Psychology** *L. S. Vygotsky Institute*

- **Specialization:** Applied psychology insights to digital product design, user behavior analysis, and behavior change mechanics.

### **Google Project Management Course** *Google (Coursera)*

- Comprehensive training in Agile, Scrum, risk management, and strategic alignment.

### **Google Analytics Certification (GA4)** *Google*

- Advanced proficiency in user behavior tracking, funnel analysis, and conversion optimization.

## SKILLS

- **Product Management:** 0 → 1, Roadmap Strategy, A/B Testing, Unit Economics (CAC/LTV), App Store Optimization (ASO), User Research, Agile/Scrum.
- **Technical Stack:** React Native, Next.js, TypeScript, AI/LLM Integration, Git, Node.js.
- **Leadership:** Stakeholder Management, Team Leadership, Crisis Communication
- **Design & Tools:** Figma, Wireframing, Jira, Linear, Amplitude/Mixpanel (Analytics).
- **Languages:** English (Fluent), Russian (Native), Thai (Learning).