

# Sergey Kan

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## WORK EXPERIENCE

Mar 2021 –  
Apr 2023

### Product Manager, Leroy Merlin

**Company profile:** one of the biggest DIY-retailers in Europe, top-1 DIY retailer in Russia

**Team profile:** pre-checkout part of leroymerlin.ru online store (e-commerce)

**Position summary:** led a product area team of 3 developers and 1 QA-engineer

#### Product

- Increased revenue of the "storage" category by 7% and AOV by 15% by implementation of a new product choice process on the website
- Improved price index by 5% and increased conversion rate (add to cart - by 12%, purchase - by 4%) by implementation "old-new" price visualization on the website (it was also a prerequisite for the mobile app changes)
- Increased SEO traffic by 1 mln sessions/month by adding templates for suppliers and paid promo-blocks
- Increased APDEX by 50% by transferring website components from AEM to React (project management, prioritization, custdev, redesign, implementation & release)

#### Strategy

- Developed an end-to-end CJM for B2B and professional clients (online&offline)
- Developed a product strategy for "storage" and "kitchen" categories to increase online sales

#### Operations

- Decreased team TTM by 20% by implementation of a new feature decomposition and estimation framework
- Implemented a continuous product discovery process in several product teams, aligned discovery parts of the website and the mobile application teams

Apr 2018 –  
Feb 2021

### Fullstack web-developer, Leroy Merlin

#### Release management | API management

- Developed a release management system for collecting and tracking deployment data of 100+ integrated services (React.js + Node.js/Express.js)
- Developed REST endpoints for a backend-for-frontend platform "Platformeco" (Node.js)
- Developed an authorization/authentication process for the inner development portal for publication and management of APIs

Apr 2017 –  
Apr 2018

### Intern Analyst, Accenture

**Development:** developed a "log collector" system to collect automated tests results data and display it on a dashboard (JS/jQuery)

**Analytics:** integrated the document storage and image storage systems of French and Russian business units

**Testing:** cross-browser testing (Selenium WebDriver), automated testing (Puppeteer)

## EDUCATION

Sep 2014 –  
Jun 2018

### Bachelor, National Research University "Higher School of Economics"

Software Engineering, Faculty of Computer Science, GPA – 4.2

Mar 2023

### GoPractice

Data driven product management simulator, GPA – 9/10

## SKILLS

**Languages:** Russian – native, English – B2

**Product:** product discovery, customer development, A/B testing, backlog prioritization, project management

**Fullstack web-development:** React.js, Node.js, Express.js, MongoDB