



# Yevhen Shaforostov

## Senior Product Manager

📍 Gdansk, Poland

☎ +48452885004

📧 @erostov

✉ shaforostov.e@gmail.com

🌐 <https://www.linkedin.com/in/shaforostov/>

🔗 shaforostov.pro

### SUMMARY

- I have 8 years of experience in strategy consulting, product management, and have taken part in setting up several successful businesses.
- I have a strong breadth of industry experience, having completed various projects.
- My data-driven approach to product management focuses on KPIs and traceable metrics instead of gut feelings to optimize business processes.
- Having found the most efficient model, I scale it using modern automatic techniques.
- My strong financial background gives me a unique edge here that allows me to connect data points to financial results.

Created projects from scratch to fit the product market:

- **Remotehub.com** 🌐 (freelance marketplace)
- **iworld.com** 🌐 (immigration marketplace)
- **Adspoiler.com** 🌐 (social media marketing campaign analytics)

### SKILLS

- Product Management, Vibe coding, AI automation, Growth Hacking, Go-to-Market Strategy, Roadmap Planning, Backlog Prioritization, Cross-Functional Team Management, Stakeholder Management

### WORK EXPERIENCE

#### R&D Product manager

Paycord (Grove Group (Parimatch)) #Fintech #iGaming #Payment Solutions 🌐

03/2024 – Present  
Warsaw, Poland

- **Built an R&D department from scratch** (strategy, processes, architecture) → enabled rapid research execution and solution delivery, reducing time-to-market and increasing technical autonomy.
- **Led an international team** of engineers and analysts → established efficient cross-regional collaboration and consistent delivery in a distributed environment.
- **Designed and implemented a client discovery and market insight system** for the payments and processing industry using data parsing, AI automation, and vibe coding → improved the quality and speed of business and product decision-making.
- **Developed ranking systems for merchants and payment providers** → increased market transparency and streamlined partner selection and onboarding.
- **Automated research and analytics workflows** → supported scalable growth of key performance indicators and reduced operational overhead.

#### Senior Product Manager

NDA #Betting

05/2022 – 03/2024  
Kyiv, Ukraine

- Deep understanding of betting and market trends and utilizing that knowledge to develop products;
- Developed and launched unique artificial intelligence-based tools for GGR optimization;
- Conducted ongoing market analysis and customer development with the payment segment of the target audience, resulting in a better understanding of customer needs and preferences, and improved product development.
- Improved the local product in Turkey region for the specifics of the region.

#### Product Manager

LeadsMarket.com LLC, CA, USA. #FinTech 🌐

09/2021 – 05/2022  
Kyiv, Ukraine

- Supervised the creation of a new product for the insurance industry and updated the old lender portal;

- Led project teams, internal and external, to achieve project-defined milestones and deliverables;
- Drove a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, and positioning. Increased MVP creation speed by creating interactive prototypes.

leadsmarket.com [🔗](#) , mystorefrontleads.com [🔗](#) , CA, USA

### Product Manager

RemoteHub Inc, New York, USA #SAAS #Marketplace

06/2018 – 09/2021

Dnipro, Ukraine

- Created specifications and prototypes;
- Compiled analytical data in the daily ROI reports with the user traffic broken down by channels. Daily support for these reports;
- Analyzed product metrics and trends to assess product health and improvement of opportunities;
- Implemented a successful Go-to-market strategy for two projects, while reducing CAC by **200%**.
- Business & financial analytics; P&L Management; Cash Flow;
- Customer Development.

RemoteHub.com [🔗](#)

### Marketing and Product Manager, Business analyst

PFSOFT (protrader.com) #FinTech #AdTech

06/2014 – 04/2017

Dnipro, Ukraine

- More than **30** projects have been analyzed and tested. Performed regional and global market analysis to identify opportunities, trends, unmet needs, and white spaces;
- Completed **3** projects: AdSpoiler.com, Uagro.ua – online auctions for agricultural businesses; Zodiac – apps for Android;
- Led project teams, internal and external, to achieve project-defined milestones and deliverables; Created specifications and prototypes

protrader.com [🔗](#) , protrader.org [🔗](#) , AdSpoiler.com, uagro.ua [🔗](#) , Zodiac (Android).

### Engineer-Analyst

Design Bureau "Yuzhnoe", (Rocket-space branch). #SpaceTech

12/2010 – 06/2014

Dnipro, Ukraine

- Designing, managing, and supervising the navigation subsystem on spacecraft (**MS-2-8** and **Sich-2-1**);
- Specification created and navigation system tests conducted for **MS-2-8** satellite.

## EDUCATION

**Oles Honchar Dnipro National University, Physics and Technology Faculty. Protection of Information. Higher education.**

Dnipro, Ukraine

dnu.dp.ua [🔗](#)

## CERTIFICATES

"AI FOR BUSINESS" by robotdreams.cc [🔗](#)

"Product management based on analytics." by Gopractice.ru [🔗](#)

«Управління проєктами» [🔗](#) skillsetter.io

Acceleration program - "Product University" [🔗](#)

Startup School by Y Combinator [🔗](#)

## LANGUAGES

English

B2