



Yevhen Shaforostov

Senior Product Manager

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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

- 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.

05/2022 – 03/2024
Kyiv, Ukraine

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

- 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

- 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

- 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.

dnu.dp.ua 

Dnipro, Ukraine

CERTIFICATES

"AI FOR BUSINESS" by
robotdreams.cc 

"Product management based on
analytics." by Gopractice.ru 

«Управління проектами» 
skillsetter.io

Acceleration program - "Product
University" 

Startup School by Y Combinator


LANGUAGES

English
B2

06/2018 – 09/2021

Dnipro, Ukraine

06/2014 – 04/2017

Dnipro, Ukraine

12/2010 – 06/2014

Dnipro, Ukraine