Senior Product Manager

**Kirill Pugachev**

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**Summary**

* **5+ years of experience** as a **Product Manager** in **B2C** companies - **Yandex**, **Tinkoff**
* **Strong analytical** and **technical background**.
* Skilled with **international launches** and managing **cross-functional teams.**
* **International launches** of **Yango.Taxi** (+ **$15M** GMV), **Yango.Deli** (+ **$40 GMV**)in Israel, and Mortgage **B2C** products in **Tinkoff**
* Proven track record of **setting product vision** and translating it into a product **roadmap** with **end-to-end execution**.
* Experience driving **large complex cross-functional projects** simultaneously with multiple **stakeholders**
* Experience with **e-commerce**, **Fintech**, **B2C/B2B2C** in a **fast-growing startup**
* Managed **a team of 9 people** (QA, analyst, developers) and a **product team of 2**
* Worked with **customers**, partnering with them to inform the **product discovery process**.
* Experience working in an **Agile environment**
* I am **business-oriented** with an excellent visual aptitude and high ability to **identify opportunities**, determine a clear direction for the product, and **manage priorities** effectively.
* **Bachelor of Computer Science**

**Experience**

2021 - Present **Senior Product manager, Tinkoff**

*The world’s largest and most profitable independent* ***digital banks***

* **Launched 2 B2C Mortgage products** in a year **from scratch** - was responsible for **MVP** and **KPI’s definition**, user research, market research, **roadmap**, **risk matrix**, and **execution**
* **Managing and hiring** a **development** team of **9 people** (team lead, architect, data analysts, developers, and QA) and a **product team** of 2.
* **Implemented Scrum**, with a 90% average completed rate three months after implementation

2019 - 2021 **Product Manager**, **Yango.Deli**

* **Led product** (for clients, pickers, couriers apps) strategy of the first **international launch** in **TelAviv** (currently + **$40 GMV yearly)**
* Was personally in charge of the **launch in Saint Petersburg**. The availability zone was 30% bigger than planned
* **Developed franchising scheme** from scratch and **launched 3 experiments** with different types of partners
* **Led special project** with **Magnit** (2nd grocery retailer in Russia)

2017 - 2019 **Product manager \ Senior project manager**, **Yango**

* **Led product strategy** for both clients and driver apps for Yango/Yandex.Taxi launches before and after launches in **15+ countries around the world** including Israel, Eastern Europe, and Middle Asia ( + **$200M GMV yearly**)
* Was personally in charge of the **Yango launch in Ghana** and ivory Coast — **roadmap**, risk matrix, **managing cross-functional teams** - 10+ teams
* Developed a new type of drivers subventions (**full product cycle from scratch** to target version) which led to a **15% cost** cut with the same level of outcome

2016 - 2017  **Project Manager**, Ostrovok

* Managed one of the **marketing channels** (~8% of all metasearch traffic)
* In collaboration with the development team **developed the tool** for optimizing bids which led to an **~8% cost cut**

**Education**

2011 - 2015  **Bachelor of Computer Science**, Higher School of Economics

2019 **Negotiations and customer relations course** by Artem Gorbunov Design Bureau

2020 **Presentation design course** by Leonova Academy

2022 **How to develop a product course** by Van Zamesin

**Volunteer Experience**

2022 **Product Manager Mentor**, Vektor.ai

* Mentor for product managers, helping with **product launches**, **MVP** definition, **strategy**, project management, backlog prioritization, **analytics**

**Skills**

**MVP** • strategy • roadmap • **Customer journey map** • project management • research • user interviews • **Agile** • **Scrum** • finance modeling • analytics • **SQL** • **Jira** • **Confluence**

**Languages**

**English** — proficiency | **Russian** — fluent