

# Ivan Egorov

## AI Product Leader

Barcelona, Spain · Authorized to work in Spain

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## Professional Summary

*AI Product Leader with 8+ years of experience building automation-heavy products, internal platforms, and scalable operational systems. Led an 80+ person product/content organization at Yandex, scaled a B2B course portfolio from 30 to 322 products, cut time-to-market by 60%, and shipped AI tools saving 800 hours/month. Currently building GenAI automation systems for B2B clients through letAi, with a focus on LLM agents, workflow orchestration, RAG, and enterprise integrations.*

### Core Expertise:

- **Strategy & Operations:** Product strategy (1–3y roadmaps) · Portfolio management · Budgeting (CAPEX/OPEX) · Executive stakeholder management · Org design & change management · Process standardization & quality metrics
- **Enterprise B2B:** Presales & customer diagnostics · Complex service packaging · Sales enablement · P&L ownership
- **Data & Analytics:** KPI systems & dashboards · SQL analytics · Business modeling · Unit economics · Retention analysis
- **AI & Automation:** Internal tooling · LLM-based content automation · Production efficiency optimization · AI Agents

### Key Achievements:

- Scaled B2B content library 11× (30 → 322 courses), enabling **300%+ YoY revenue**
- Cut **Time-to-Market by 60%** (2 months → 3 weeks) while maintaining quality control
- Built and deployed AI tools (LO + assessments), **improving assessment development by 40%**
- Led **80+ person production org** with multi-layer leadership structure
- Increased consulting unit **ROI by 60 pp** and **conversion from 4% to 12%**

### Technology Stack

- **Automation & Tools:** n8n, Make, Zapier, API integrations, workflow orchestration
- **Programming & Data:** Python, SQL (PostgreSQL, ClickHouse), data modeling, dashboards
- **Product Management:** Product Strategy, Discovery (JTBD), roadmaps, OKRs/KPIs, stakeholder management, change management
- **Product Ops & Delivery:** operating models, process standardization, quality metrics, time-to-market optimization
- **Analytics & BI:** Amplitude, Tableau, custom BI dashboards, metric frameworks (incl. quality indices)
- **CRM & Operations:** Bitrix24, HubSpot, Salesforce
- **AI & GenAI:** OpenAI API, Anthropic/Claude API, RAG, LLM orchestration, prompt engineering, Codex, Claude Code, LangChain
- **Databases & Prototyping:** Supabase, Airtable, Google Sheets, rapid prototyping tooling
- **Infrastructure / Enterprise Constraints:** VPN/on-prem constraints, whitelists, ITIL/ITSM basics (HP Service Manager)
- **Collaboration:** Jira, ClickUp, Notion, Miro, Figma

# Experience

letAi

AI Product Manager

Barcelona, Remote

01/2025 – Present

*Led the end-to-end product lifecycle for a portfolio of GenAI products and internal tools. Drove product strategy, customer discovery, backlog prioritization, and go-to-market execution, translating complex enterprise needs into scalable LLM-based solutions.*

- **AI-Driven Video Production Agent:** Automated end-to-end SMM video creation for **20+ brands**. System monitored trends → generated scripts → created storyboards → produced draft videos. Scaled to **10M monthly views** across portfolio while reducing **time-to-production by 60%**.
- **Ad Performance Analyzer:** Built AI agent analyzing performance data and competitor creative patterns to generate high-converting ad briefs. Reduced brief **preparation time by 3x** and improved campaign predictability.
- **Enterprise Knowledge Bot:** Developed RAG-based internal consultant for 2k+ employees using company documentation and compliance frameworks. Reduced administrative **queries by 40%** while ensuring 24/7 access to accurate information.

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Yandex

Product Manager → Lead PM → Head of Product

Remote

12/2022 – 09/2024 (1y 10m)

*Led Yandex's flagship B2B2C upskilling platform and cross-functional organization of 80+ people (Editors, Methodologists, Illustration, Content Ops, PMs, Project Managers) with hierarchical structure. Managed portfolio of 322 micro-courses and 50+ long programs across 4 business units*

- Drove **11x library growth** (30 → 322 courses) and **300%+ YoY revenue**
- **Reduced production CAPEX per course by ~33%** through role-based costing and process unification
- Shipped **3 AI automation tools** (GPT-4 & YandexGPT fine-tuned): LO generator, auto-grading, assessment generation — **saved 800 h/month**, improved specific **processes by 40%**
- Cut **Time-to-Market by 60%** (2 months → 3 weeks)
- Built operational excellence: custom quality index (LX Index) + real-time dashboards tracking cost, quality, velocity

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65apps.com

Product Manager → Senior Product Manager

Remote

09/2020 – 05/2022 (1y 9m)

*Managed product consulting division and scaled B2B product sales within top-tier mobile development company (500+ developers, \$100M+ revenue).*

- Transformed intuitive sales into structured service line (Discovery, MVP, Growth packages). Created Sales Kit (pitch decks, ROI calculators, case studies) and trained sales team.
- Grew **sales conversion from 4% to 12%**, increased **unit revenue by +17%** and **ROI by +60 pp in 6 months**
- Built a **social platform for the Indian market** from scratch: shipped in 4 months; reached top-5 “New Apps” on Google Play IN in week 1.
- Shipped the **Galamart shopping app**: NPS 74, purchase conversion **+25 %**.
- Closed **\$500 k R&D contracts** (fintech & e-com); managed up to 4 projects in parallel, 20+ dev/design.

## University 20.35

Product Owner

Moscow, Russia

10/2019 – 09/2020 (1y)

*Managed two cross-functional development teams for a government EdTech platform, navigating tight deadlines and complex stakeholder requirements.*

- Exceeded the annual KPI for **MAU growth by 9%** through platform optimizations and feature rollouts.
- Designed and implemented an AI-driven recommendation system for project-based learning, matching student tasks with a knowledge ontology to suggest relevant materials.
- Launched an "educational heritage" service, successfully deploying a platform for partner universities to upload, tag, and structure lecture materials.
- Built internal mechanics allowing users to easily share and exchange educational content within the ecosystem.

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## Shell

Product Owner

Moscow, Russia

03/2019 – 10/2019 (8m)

*Owned an internal anomaly detection / anti-fraud product integrating data from fuel station automation systems and sensors.*

- Built rule-based alerts for discrepancies between sensor data and sales data; consolidated multi-source data into a single investigation interface.
- Reduced incident **response time by ~90%** (from days to hours) through automated detection and triage.
- Improved partner station **royalty collection by ~2%** via more accurate sales accounting automation.

## Education

- ProductStar — Product Management Course, 2018
- GoPractice — Product Analytics & Growth Course, 2020

## Languages

- Russian (Native)
- English (C1)
- Spanish (A1)

# Early Career (2008–2018): Operations, Analytics & IT Engineering

## Healthy Food Space

Product Manager

Moscow, Russia

04/2018 – 03/2019

*Owned internal ERP development and technical operations for a network of office micro-markets. Built demand forecasting for inventory planning, scaled operations to 100+ points of sale, and reduced managers' workload on scheduling and supply planning by 50%+.*

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## Cafe Receptor / Rock'n'Raw

General Manager

Moscow, Russia

12/2016 – 04/2018

*Managed operations, delivery, marketing automation, procurement, hiring, and P&L for food retail and restaurant businesses. Built CRM-based delivery automation, scaled delivery from 1 to 7 partner restaurants, grew daily orders by 6×, increased revenue by 1.5×, and reduced operational expenses by 2.5×.*

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## Studio Moderna

Data Analyst / Business Analyst

Moscow, Russia

03/2014 – 02/2015

*Built financial models, logistics unit economics, and management reporting for a major e-commerce retailer. Supported executive decisions on new commercial models through ROI analysis.*

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## NVision Group / Optima Group

ITSM Consultant / Reporting Analyst

Moscow, Russia

09/2011 – 01/2014

*Implemented and customized HP Service Manager / Service Desk systems for enterprise clients, including banks. Gathered requirements, designed workflows, built SQL-based reporting dashboards, and supported presales estimations.*

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## Sitetopus / SWEMEL

Sales Manager / Project Manager / Engineer

Moscow, Russia

10/2008 – 11/2010

*Worked across B2B IT sales and infrastructure project delivery. Managed lead generation, client presentations, secure LAN and communication-node deployments, technical documentation, on-site installation, and staff training.*