Daria Trishina

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IT Product manager

Over the past 10 years, I have garnered extensive experience working with IT products at every stage of development. For the last 6 years, my focus has been on product analytics, strategy, and defining the product vision, (viewability over 500 products) . I have successfully initialized and executed 30+ acceleration programs for both venture funds and corporations, starting from the ground up.I specialize in product metrics, developing investment proposals and pitch decks, and actively seeking and attracting investors. Having practical experience in the pilot implementation of products in both the European and American markets, I strive for continuous learning. I'm stress-resistant, I have a strong focus on achieving business results and have a strategic vision.

KEY COMPETENCIES

- ➤ Product performance analytics
- ➤ Business and Products analytics
- ➤ Unit economics, Financial Model
- ➤ Agile, Scrum, Growth Hacking
- ➤ Jira, Slack, Miro, Notion, Paper dropbox,
- ➤ Amplitude, Figma
- ➤ PMBOK, Product, Management,
- ➤ Market Analysis (TOM, SUM, SUM)
- ➤ Product metrics(LTV, CPA, churn rate, MRR, DAU, WAU etc.)
- ➤ Tilda, Trello, Figma
- ➤. Deep understanding of user interview and UX test
- ➤ Strategic and critical thinking

- ➤ Clear and effective communication with different roles: team members, customers, users and stakeholders.
- ➤ Risk management
- ➤ Preparing projects for commercial launch
- ➤ Conducting negotiations
- ➤ Creating and packaging an invest (and product) pitch deck
- ➤ Hiring and managing a team
- ➤ Assessment of investment attractiveness
- ➤ Ability to work in dynamic and stressful conditions and achieve results in a short time
- ➤ Data analysis
- ➤ Mobile app development

Work experience

Uspio LDT (Product HeySMS) - https://heysms.com/ since 1.09.2024 (Cyprus)

Tech product manager
Tech industries: *IT, Mobile, Web solutions for B2B, startup, europe and Mena market, Node js, PHP*

Work responsibilities:
- *Manage end-to-end delivery processes, ensuring timely and high-quality releases.*
- *Establish and optimize Agile/Scrum methodologies to improve development workflows.*
- *Coordinate cross-functional teams (BAs, PMs, QAs Development)*
- *Ensuring alignment between engineering, product, and business goals.*
- *Oversee risk management, proactively identifying and mitigating delivery blockers.*
- *Implement CI/CD pipelines, monitoring tools, and automation to enhance product stability.*
- *Track key delivery metrics (cycle time, deployment frequency, lead time for changes).*
- *Ensure clear communication between stakeholders and clients, providing visibility on progress and priorities.*
- *Drive process improvements to optimize scalability and operational efficiency.*
- *Create and manage product tech roadmap*
- *Conduct Product Demo (to stakeholders and clients)*
- *Set tasks in JIRA for Devteam*
- *Description and implementation of second-line technical support processes*
- *Set tasks for business analysts*

Key Achievements:
- *Reduced time-to-market by 10% through streamlined release processes.*
- *Improved deployment success rate by 30% by implementing automated testing and CI/CD enhancements.*
- *Increased team velocity and efficiency by 20% through Agile process optimizations.*
- *Successfully launched several core development , ensuring on-time delivery and stakeholder satisfaction.*
- *Scaled the delivery framework to support business growth and market expansion.*

Product Development Manager *(contract) since 21.09.2022 - 2024*
Tech Industries: *AI, AR,Web3.0, mobile apps, video and image recognition technologies, blockchain, Fintech, HRtech, Edtech*

- Collect and analyze business requirements from customers, users, and stakeholders.
- Develop and articulate the overall product strategy, with the company's vision and business goals.
- Conduct market research to identify trends, user needs, and competitive landscapes, informing product decisions.
- Create and manage the product roadmap, outlining the timeline for feature releases and overall product development.
- Identify and assess potential risks associated with project requirements, proposing mitigation strategies.
- Prepare projects for commercial launch
- Establish effective communication channels with stakeholders, keeping them informed of project progress and addressing concerns.
- Costumer Development
- Collaborate with cross-functional teams, including product management, development, and marketing,
- Creating a Technical Specification for the Development Team
- Conduct interviews with users and clients
- Define and track key metrics and KPI to measure the success and impact of implemented features.

Achievements
- Developed and implemented a strategy for successfully entering foreign markets increasing the product line
- Increased customer retention by 40%
- Increased conversion to paying customers by 20%
- Closed three project deals, including a significant M&A transaction with Snapchat and other companies (NDA)
- Created a product vision and packaged the product for the White Label (Blockchain,Web 3.0 - USA Market)
- Led the process of piloting the product with major market players (USA Market)
- Increased X5 revenue for AR Startup, Increased the number of X2 customers for an entertainment Startup
- Acquired over 50 clients from Retail, FMCG, Telecom, Finance, Education, Industrial and IT industries.

Sber **http://www.sberbank.ru**
Product Manager (Technology Division) 24.02.2022 – 21.09.2022
Tech Industries: *Fintech, deeptech, voice, video and image technologies, security and cybersecurity, web, mobile apps.*
Work responsibilities:
- Develop and deploy strategy for introducing internal products to external markets.
- Lead initiatives to introduce products to the market
- Conduct market research
- Create user stories and analyzing requirements
- Prioritize features and enhancements based on business value, user impact, and strategic objectives.
- Conducted UX/AB tests to optimize user interaction
- Conduct product reviews and provide valuable insights for improvements.
- Management 10+ people (project managers, technical team, researchers)
- Provided tasks to the technical team
- Monitor and analyze product metrics, contributing to data-driven decision-making.
- Formulate Product Vision and launch mobile applications in the market.
Achievements:
- Increased user retention by 30% for mobile applications (b2b2c voice recognition)
- Developed and implemented a strategy to launch internal technical products into external markets in the terms of sanctions
- Developed a methodology for rapid deployment of technical products to the market
- Conducted more than 100+ client interviews and UX tests.
- Increased the CSI metric by more than 20% for three technical products.

MTS –MTS Garage Hub *2019-2022*
Product analyst (Middle/Senior)
Work responsibilities:

- Development and implement the department's work strategy from scratch to align with the company's goals and objectives.
- Preparation and launch B2C and B2B IT products from ideation to market.
- Collaboration with CPA to create and evaluate IT products.
- Evaluate products considering the team's potential and experience, idea refinement, solution scalability, required resources, alignment with the company's and its divisions' strategy, and compliance with market trends.
- Preparation and defense projects at the investment committee.
- Creation Invest Pitch decks and other materials to safeguard products and attract stakeholders, investors, and business customers.
- Acquiring and onboard stakeholders and business customers.
- Conduction Customer Development, formulate business models, and develop financial models.
- Creation CJM and roadmaps.
- Management team of 15+ people.
- Deployment IT products in corporations and government organizations.
  Achievements:
- Increased revenue by 30% by implementing digital solutions and launching digital channels. - Optimized costs by 20% by implementing digital solutions. - Launched data driven marketing based on telecom, bank and retail data resulting in 75% increase in ROMI.
- Implemented over 30 digital solutions by launching an external innovation outreach program.
- Prepared and launched 8+ pilots for B2B and B2C products, including market entry both internationally and within the company.
- Facilitated project preparation for the investment committee, securing a total investment of 150+ million rubles.
- Developed templates and materials to equip teams for presenting Minimum Viable Products (MVPs) and final products at the investment committee internally and for external investors.
- Structured and conducted onboarding of stakeholders within the company to engage with projects, establishing a dedicated team focused on new IT products from ideation to the commercial launch and subsequent repeat sales.
- Conducted 100+ in-depth interviews for Customer Development.
- Performed the calculation of product metrics and unit economics for 70+ products.
- Deployed IT products in KAMAZ, SBER, Magnit, Leroy Merlin, Lenta, Ozon etc. retail

Global Venture Alliance VC – http://gva.vc/ru *2018 – 2019*
Project Manager
Work responsibilities:
- Creation and packaging of a commercial offer for the implementation of IT products.
- Development of turnkey acceleration programs.
- Analytics and data management.
- Development of strategies for acceleration programs.
- Conducting communications with corporate customers and partners from scratch.
- Management and control of all processes and the team within the project.
- Analysis of the investment attractiveness of projects.
- Coordination and elaboration of technical specifications for customers.
- Coordination of business customers, experts, and product teams.
- Acquiring partners and customers.
- Business development: development of an organization's scaling and development strategy.
- Organization and holding of events for 300+ people.

Achievements:
- Developed and presented 20+ commercial proposals for full-cycle acceleration programs for the implementation of IT products; 10 of them were executed from inception: starting from hypotheses and scouting projects to launching pilot projects.
- Conducted 10+ studies and formulated strategies for large companies aiming to integrate innovative IT products.(IKEA, SBER, MVideo, RZD, Coca-Cola, Avito, MTS)
- Devised and implemented corporate accelerator programs for 5 corporations.
- Managed and coordinated the efforts of coaches, startups, and business customers throughout the accelerator's operation.
- Led the selection process for IT projects to participate in the acceleration program and subsequent implementation (300+ projects).
- Acquired 3 investors and secured 5 new corporate clients.

Internet Initiatives Development Found *2016-2018*
http://www.iidf.ru
Accelerator Coordinator
Responsibilities:

- Systematizing and organizing the Correspondence Accelerator processes.

- Conducting communication processes between experts and projects.
- Implementing working tools.
- Drafting strategies and a Correspondence Accelerator program.
- Preparation of technical specifications for trackers and projects.
- Attracting and inviting projects to the Correspondence Accelerator.
- Coordination of experts and project founders.
- Planning and organizing meetings.
- Primary analytics and diagnostics of IT products.
- Organizing and hosting events.

Achievements:
- Introduced new tools into the work of the team: Slack, PaperDropbox, Trello
- Created a roadmap for working with projects
- Attracted 20+ new experts and 50+ teams to the program (including 10 paid teams)
- Planned and organized events for 300+ people (drawing up an event program, selecting speakers, inviting teams, holding strategic sessions

*Looksery (Botan Investments)– http://botaninvestments.com / http://www.looksery.com *2014 – 2016*
*Was sold to Snapchat for 150M$
 Startup Project manager
Work:
- Work on acquiring investors and partners for the Botan Investment Fund.
- Creation and packaging of the fund's strategy for entering the international market.
- Supervision of development teams during product launch (starting with ideation); two of them were successfully launched commercially.
  Achievements:
- 10+ new partners and investors.
- Launch of 2 projects into commercial Launch

Education
2012 –2017
RANEPA
 Sociologist-analyst. Applied sociology

Additional education
MTS School of Products
School of Product Management -Product Vision (https://product .vision)
MTS Risk Management Courses

Languages:
English -C1