

Ivan Shishkin

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Work experience

> CEO at tutgood.com 12.2022 — 11.2023

Achieved 180% YoY revenue growth and raised gross margin from 3% to 12%

- hired 9 C-level A-players
- transitioned the product from quick-and-dirty no-code tools to reliable technologies
- raised AOV +62% without CR-to-purchase drop

> CPO at resume.io 06.2021 — 03.2022

+29% YoY MRR and +\$1.1m cross-sell revenue

- reorganized team structure and hired 4 PMs and 3 data analysts
- set up a new experiment process giving 10x learnings
- developed a new retention strategy that led to +7% LTV(2m)
- implemented cross-sell process with Talent Inc (parent company)

> Head of Growth at Skysmart 02.2021 — 06.2021

Increased cLTV of new customers by 13%

- focused a team on a metric with the highest leverage on revenue
- run both quantified and qualified research to fill a backlog, prioritized
- tested 8 major hypotheses, with 1 successful

> Head of Product, General manager at Skyeng 02.2019 — 02.2021

Launched a new business unit (online group lessons for kids) from scratch to 4k customers and product-market fit

- built marketing and pricing strategy, sales funnel, educational product and customers service
- hired managers for all departments with 70% A-player rate
- built a positive unit economy with 60% gross margin (compared to 35% benchmark)
- achieved \$Xm of sales with positive EBITDA

> Product manager at Skyeng.ru 03.2018 — 02.2019

Launched a new product (e-workbook for state schools) from scratch to 45k users

- hired the whole team: product, content, sales, and operations (30 team members)
- negotiated commercial and b2g terms for product distribution
- tested three monetization models (b2c, b2b, and b2g), signed 3 b2g contracts in CIS

> Deputy CMO at uchi.ru 07.2017 — 03.2018

Raised ARPU by 70% in 9 months

- launched product bundling and up-sells to increase average payment by 40%
- implemented gamification mechanics for retention boost to increase weekly retention rate by 23%
- designed promo and discount segmentation to increase CR to the first payment by 15%

> Payment systems product manager at Ostrovok.ru 03.2016 — 07.2017

Decreased acquiring fee by 28% and increased CR to successful payment by 15%

- passed PCI DSS level 3 compliance
- integrated 4 acquiring banks and 3 payment methods (PayPal, ApplePay, AndroidPay)
- designed credit card routing and cascading based on geo, card vendor, and bank name



Education

> Moscow Institute of Physics and Technology 2010-2014 (*did not graduate*)



Skills

Product management (strategy, JTBD, RAT, MVP, unit economy), People management, SQL, BI