Alexey Volkov

Product Lead / Senior Product Manager

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20+ years in Web, Product, Growth & E-commerce | 12+ years of CEO-level management experience | English B2

PROFILE

Product Lead / Senior Product Manager with a strong technical background and end-to-end experience - from web development and AI-native MVPs to scaling international software and e-commerce businesses. Core strength: connecting product, technology, Growth, Monetization, partnerships, and business economics.

KEY RESULTS

– International software business: up to 20M MAU, ~400K DAU, peak monthly revenue above RUB 50M, total revenue above RUB 2B.
– Marketplace business: up to RUB 500M annual revenue, 500+ SKUs, 15%+ of product listings ranked among the leaders in their categories, 1,000,000+ units sold within 3 months at peak.
– ESET: 300K+ MAU, up to 2M software downloads per month, online revenue grew approximately 10x, Yandex distribution revenue exceeded RUB 10M/month.
– Built and launched 3 working AI-native products: Job-Fit.ru, Kudirika, and ETRNka.
– Launched a B2B SaaS / ISP business line and secured partnerships with MTS, MegaFon, and Beeline.
– Localized mass-market software into 40+ languages; built partnerships with Yandex, Semrush, and other major players.

Focus: AI Product • Product Discovery • Growth • Monetization • B2B SaaS • E-commerce • Product Analytics

EXPERIENCE

Independent AI / Web Projects

Product Manager / Founder

January 2026 - Present

Built and launched 3 working AI-native products. Independently covered the full cycle: Product Discovery → UX → architecture → integrations → AI/LLM logic → development → testing → deployment → operations.

Key achievements

– 3 independently built and operating AI/Web MVPs.
– Job-Fit.ru: analytical base of 50,000 resumes; OCR + LLM analysis of documents and user scenarios.
– LLMs are used as part of product business logic, not just as an interface to a model.
– Automated selected stages of development, testing, error detection, and remediation.
– All 3 projects were restored after a Yandex data-center infrastructure outage using AI-assisted development and automated configuration.

Job-Fit.ru - https://job-fit.ru/

– AI service for resume analysis and career positioning: OCR, LLM analysis of structure and content, vacancy-fit assessment, and personalized recommendations.

Kudirika - https://kudirka.ru/

– AI accounting and tax service for individual entrepreneurs on the simplified tax system: bank-statement parsing, transaction classification, KUDiR (Book of Income and Expenses), and simplified-tax declarations for businesses with and without VAT.
– Critical tax calculations and validations are performed using formalized rules; the architecture enables rapid updates when legislation or document forms change.

ETRNka - https://etrnka.ru/

– AI/Web service for electronic transport waybill automation: Ozon/Wildberries and EDI scenarios, data normalization and validation, reference directories, batch preparation, and XML generation.

AI stack

– LLM/API, OpenAI Codex, OCR, Prompt Engineering, AI-assisted development.

New Venture / NDA

Product & Business Development - AI/LLM New Venture

November 2025 - August 2026

Project focused on digitizing, modeling, and scaling a positional skin-distraction method using LLMs, sensor data, and a digital experimentation loop.

Key achievements

– Formulated and analyzed 50+ product and methodology hypotheses.
– Converted the methodology into a practical training course of approximately 30 minutes.
– Tested the training/application model with 50 domain specialists.
– Conducted volunteer tests, including at the Dynamo basketball club training facility.
– Built a digital loop: sensors → data → LLM analysis → hypothesis → change → repeated measurement.
– 5 product directions, 7 external contractors, project budget above RUB 10M.

Role of LLM and digitization

– Used LLMs to formalize expert methodology, analyze sensor data, generate and prioritize hypotheses, model scenarios, and develop the training system.
– Digitized the end-to-end business process: methodology, training, experiments, data, analytics, hypotheses, and commercial scenarios.

Additional responsibilities

– Built the business model, validated demand, analyzed the market, and created web prototypes, landing pages, and SEO funnels.
– Coordinated contractors, registered a dedicated legal entity, and worked with the business owner, domain experts, developers, designers, and commercial contractors.
– The project was paused by the owner after priorities in the core business changed.

Site.pro / B1.lt

SaaS Product Manager / AI Transformation

December 2024 - April 2025

Market-entry project for an international accounting SaaS product in Russia. Rebuilt product and accounting logic for the Russian market and defined the Russian MVP.

Key achievements

– Launched a working Russian accounting SaaS MVP in approximately 3 months.
– 100+ users from Russia participated in testing.
– Adapted accounting and product logic to the Russian market.
– Replaced part of traditional procedural logic with LLM-based blocks.
– Digitized the development and testing process and built an AI-assisted loop: requirements → implementation → testing → error → correction → re-validation.

What I did

– Analyzed the international product, prepared the PRD for the Russian MVP, and redesigned user and accounting scenarios for the Russian accounting model.
– Implemented LLM scenarios for interpreting incoming data, classifying information, and automatically generating documents and forms.
– Used AI/LLM for requirement decomposition, test-scenario preparation, error analysis, and regression re-checks.
– Prepared requirements for the development team, controlled implementation, tested scenarios, and recruited test users and partners.

Universal Product LLC

Co-founder / Product & Growth → CEO

March 2021 - March 2023

From 2021, developed the marketplace business alongside the main role at HamsterSoft as co-founder; from September 2022, moved into operational leadership of Universal Product as CEO.

Key achievements

– Annual business revenue reached RUB 500M.
– Portfolio of 500+ SKUs.
– 15%+ of product listings reached top positions in their categories.
– 1,000,000+ units sold within 3 months at peak.
– Built the full marketplace cycle from market analysis and niche selection to purchasing, promotion, sales, and scaling.

Product & Growth

– Built wb-promo.ru: an in-house Wildberries parsing system, database, and product-card sales analytics.
– Used competitor, demand, sales, and pricing data to identify promising categories and product niches.
– Owned assortment, pricing, unit economics, marketplace SEO, internal advertising, promotions, content, and ratings.
– Built a price generator and introduced product bundles and cross-sell to improve order economics and margin.
– Launched cross-border procurement, including supplies from Hungary and Belarus; sourced Kallos Cosmetics and organized brand distribution in Russia.

CEO scope

– Assortment and pricing, marketplace Growth, business economics, procurement, suppliers, brands, cross-border trade, and operational scaling.
– After completing the operational role, stepped away from day-to-day management and remained a shareholder.

HamsterSoft

Product & Growth / CEO

September 2011 - September 2022

International developer of mass-market software and resident of the Skolkovo Innovation Center. Joined as an invited SEO specialist, then took responsibility for product and commercial development and day-to-day management of key business areas; officially appointed CEO in 2018.

Key achievements

– Portfolio of 20+ mass-market software products.
– Up to 20M MAU and ~400K DAU.
– Localization into 40+ languages.

– Peak monthly revenue above RUB 50M; total revenue above RUB 2B.
– Products competed with leading global archivers; selected products reached Top-5 in their categories on international software platforms, including Softonic.
– Strategic and commercial partnerships with Yandex, Semrush, and other major CPA/affiliate players.

Product & Growth

– Developed an international portfolio of 20+ products; flagship products included Archiver and PDF Reader.
– Organized localization into 40+ languages and adapted interfaces, content, distribution, and monetization by geography.
– Made SEO and international distribution core acquisition channels, including Google organic traffic, software download platforms, and partner distribution.
– Introduced social recommendations and user feedback into backlog prioritization and release planning.

Monetization & Partnerships

– Developed Revenue Share, CPA, CPS, Freemium, and partner-integration models; owned partner sourcing, negotiations, and commercial models.
– After a change in terms from a key partner, launched SuperMegaBest - a browser extension for price comparison with CPC and data monetization; entered click-data / behavioral-data monetization.

Enterprise & CEO

– Developed corporate licensing, enterprise deployment, and branded versions; clients and partners included Adecco, Randstad, Gazprom, and others.
– Owned product, revenue, partnerships, P&L, contracts, and the administrative operating model.
– As head of a Skolkovo resident company, owned roadmap and reporting and passed 2 desk audits and 1 on-site counterparty audit.

ESET / ESET Russia / ISS Distribution

Web Product / E-commerce / Growth / SaaS

December 2009 - November 2011

Joined as a web developer and within approximately 5 months moved into de facto leadership of web, e-commerce, SEO, analytics, monetization, and international digital initiatives.

Key achievements

– ESET website MAU exceeded 300,000; up to 2,000,000 software downloads per month.
– Online revenue grew approximately 10x.
– Yandex distribution revenue exceeded RUB 10M/month.
– Organic search traffic grew several-fold; achieved Top-1 positions in Yandex and Google for a number of highly competitive antivirus and free-download queries.
– Removed 80%+ of identified piracy websites; converted some remaining sites into legal ESET traffic partners.
– The ISP line grew to the 3rd-largest revenue channel; secured partnerships with MTS, MegaFon, and Beeline.

Web & E-commerce

– Participated in restoring esetnod32.ru after a hacker attack and migrated the web ecosystem to a unified 1C-Bitrix platform.
– Rebuilt the online store and checkout; automated payments, 3-D Secure, license storage and delivery, and integrated the store with 1C.
– Adapted the e-commerce model for India: websites, payments, document flow, and SEO.

Analytics & Monetization

– Built end-to-end analytics: traffic source → download → install → activation → purchase.
– Identified and launched a Revenue Share model with Yandex; personally negotiated with the Head of Yandex Distribution.
– In Growth experiments, developed social mechanics and achieved 1M+ likes on VK.

ISP / B2B SaaS

– Launched a SaaS business line for internet service providers from scratch; initially participated in development and owned product logic, SLA, and operations.
– Personally identified decision-makers at MTS, MegaFon, and Beeline and secured partnerships; the solution was integrated into telecom tariff plans.

Notebooktrade / Computrade LLC / Sony VAIO

Web / E-commerce / Growth

May 2005 - November 2008

Joined to develop the website and online store. Proposed separating Sony VAIO into a standalone commercial direction and developed it as an e-commerce and partner business.

Key achievements

– Reached Top-5 in Sony notebook sales in Russia.
– Built a partner network of 20+ stores in major Russian cities.
– Introduced laptop + accessories bundles that multiplied order margin.
– Built a fleet of up to 50 identical premium Sony VAIO laptops available simultaneously for B2B rental.
– Corporate clients included Mechel, KANT, Beeline, and others.

What I did

– Launched the specialized sony-vaio.ru online store, enhanced the ShopChart CMS in PHP, and organized web sales and logistics.
– Developed SEO, Yandex.Direct, regional subdomains, and partner schemes.

– Built aberon.ru and a separate B2B rental business for exhibitions, press centers, conferences, and corporate events.
– Worked directly with Sony and used rental as an additional sales and corporate-relationship channel.

KingSoft / Medical Web Projects

Web Developer / Web Project Lead

February 2002 - December 2005

Started a career while still at university as a web developer working with PHP, Java, SQL, databases, and web interfaces. The relationship with MPA Medical Partners started with a corporate website and expanded into systematic development of the company's digital direction.

Key achievements

– Created the main website for MPA Medical Partners.
– Launched 10+ specialized promotional websites for medical brands.
– Projects included Karl Storz, Riester, Bego, Coloplast, Uromed, and others.
– Created the first version of karlstorz.ru with an electronic medical-equipment catalog.
– Web projects were supported by catalogs, advertising, and informational print materials; Karl Storz was one of MPA's core business lines.

What I did

– Developed websites and online stores based on electronic catalogs and led web projects together with a designer.
– Translated complex manufacturer catalogs into clear digital structures for physicians, clinics, and commercial teams.
– In parallel, began systematic SEO work as the next stage of web-product development.

EDUCATION

Russian University of Transport, Moscow | 2004
Information Systems; High Technology Management

SKILLS

Product: Product Management • Product Discovery • Product Strategy • Product Analytics • Roadmap • A/B Testing • Customer Development
Business & Growth: Growth • Monetization • Unit Economics • LTV • CAC • Retention • GTM • B2B SaaS • E-commerce • Strategic Partnerships
Tech & AI: AI Product • LLM/API • OpenAI Codex • OCR • Prompt Engineering • AI-assisted development • SQL • REST API • 1C-Bitrix

LANGUAGES

Russian - Native • English - B2 (Upper-Intermediate)

ADDITIONAL

Moscow • Open to business travel • Work format: office / hybrid / remote

REFERENCES

– Dmitry Elagin - Business Owner, DeMarco Group
– Alexander Chachava - Investor, LETA Capital

PORTFOLIO

Current resume and projects: https://volkov-a.ru
Job-Fit.ru • Kudirika • ETRNka