



Ermilova Polina

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Reside in: Moscow, metro station Sportivnaya

Citizenship: Russia, work permit at: Russia

Ready to relocate, ready for business trips

Desired position and salary

Product manager

Specializations:

- Product manager
- Project manager

Employment: full time

Work schedule: full day

Desired travel time to work: any

Work experience — 14 years 9 months

December 2022

— till now

1 year 3 months

xsolla

Product owner

1. Product development: product analysis, competitors analysis, key metrics research, estimation and monitoring, product enhancement roadmap development, mid-term (quarterly) key results determination and achievements, product featuring according to customer's requests and market requirements
2. Customer support: determination of customer requirements and it's prioritization in product backlog. Business support services, including meeting with customers and partners, cross-sales. Customer managers trainings and tutorials/ guides preparation.
3. Backlog management: backlog determination and prioritization due to product and business needs. Run/Change/Architecture backlog control. DOR, DOD determination.
4. Product team management: product team work coordination, tasks prioritization and control.

Achievements:

- Product development roadmap
- Optimization of run/change flows
- backlog optimization

April 2020 —

December 2022

2 years 9 months

Huawei Technologies

www.huawei.com

Telecommunications, Communications

- Mobile Communications

Product manager

1. Products and market analysis: own product, customer requirements, competitors, markets, partners
2. Product strategy development and approval
3. Sales deck, implementation guides, PnL, market share forecasts, CJM, integration scenarios development
4. New partners researches and negotiations
5. Product enhancements, new features implementation: working with HQ PM developing integration

scenarios, invention of new revenue flows and product's rate of returns

6. Product backlog management: collecting data/stories from users and business, developing and prioritizing backlog, backlog grooming depends on market situation

7. Customer services support: collect FAQ and requirements from users, guides for managers, resolving user requests (technical issues)

8. Manage regional user test (internal, crowd)

9. Product marketing: product design, partner's promotion, promo campaigns for users, promotion with bloggers and local platforms

10. Risk evaluations based on market situation, and scenarios to decrease/level out risks

Achievements:

1. Full stack of product business, sales and functional documentation development

2. Implementation of new services: new payment system, new banks, loyalty and transport cards, new regions

3. New profit flows development

January 2018 —
April 2020
2 years 4 months

National system of payment cards

Moscow

Financial Sector

- Financial and Credit Brokering (Stock Exchange, Brokerage Activity, Card Issuing and Servicing, Risk Assessment, Currency Exchange Points, Crediting Agencies, Cash Collectors, Pawnshop, Payment Systems)

Product manager

- Product development: Users and market researches (do the right things, do the things right, JTBD), hypothesis verification, customer development, mvp, assessment evaluation/ unit economy, product design, product sales

- Co-brand products development: product design development, sales to partners and banks, sales support, product implementation

- Product's sales kit development: marketing materials and showcases, work-book/ guide book, financial modeling, budgeting

- SDK product/vendor management: product enhancement, customer delivery and support services

- Event management: facilitation/workshops plan development and processing

- RnD: highly potential segments definition, setting the key points and hypothesis for marketing researches, hypothesis analysis and business cases implementation

Achievements:

1. Biometrical identification system based on NSPK non-financial application (based on SDK) was developed by AMT-group

2. Sales kits was developed by each product

3. Settled deals with Top Russian merchants (Detskiy Mir, Perekrestok, Monetka, etc)

July 2015 —
November 2016
1 year 5 months

MasterCard Europe

Moscow

Program manager

1. MasterCard Rewards program maintenance: interaction with program participants (Banks); cooperation with program vendor; Development, fulfillment and update of the program catalog

2. Mass catalog development

3. Development and implementation of the travel application (Travel tool) for the MasterCard Rewards Program: an application for the acquisition of air and railway tickets, hotel booking, car rental for points accumulated in the Rewards Program.

4. Implementation of Instant Redemptions service: service of mobile phone balance recharging by bonus points (instant service)

5. System duplication to new countries within the region (KZ)

Achievements:

1. Mass program development
2. Instant Redemption service launch
3. Restructuring of the current Premium catalog: updating and fixing prices, lower cost of delivery, a qualitative changes in the catalog's items (electronic certificates, etc).
4. Travel tool launch (July 2016)

April 2015 — June
2015
3 months

LEADER, International payment system

Moscow

Marketing director

1. Current company's marketing environment audit
2. New format of motivation campaigns development and implementation (B2B)
3. Development of a new concept for the POS-materials

Achievements:

1. Internal and external marketing environment audit: found strengths and weaknesses in the current marketing infrastructure
2. Developed more than 20 motivation campaigns (B2B) for partner banks. As a result of campaigns banks increased system's MT turnover at 7-25%.
3. A new concept of POS-materials

October 2013 —
April 2015
1 year 7 months

Centre of Financial Technologies, Zolotaya korona, Department of microfinancial organization cooperation

Moscow

IT, System Integration, Internet

- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

Head of Business Development for microfinancials organisations

Sales:

- Client engagement program and commercial offer development
- Presentation of the service: personnel, conference/forum performance etc.
- C-suite negotiation
- Business arrangements coordination

Accounting:

- Client accounting program development
- Pricing policy differentiation
- Current clients services: distribution service to the entire network, leading client to the KAI, increasing business activities
- Individual projects

Marketing:

- Service identity development: brand book, site, POS-materials, souvenirs
- Event plan development, event management: web-seminars, breakfast meeting, conferences/forums

- Mediaplaning
- Loyalty/Motivation campaign development and implementation

Achievements

1. New service market launch: 80% target audience known to the 12/2014
2. Overachievements of volume planning target to 10%
3. Clients reorientation from non-paid to profitable tariff
4. Marketing program development

May 2008 —
October 2013
5 years 6 months

Centre of Financial Technologies, Zolotaya korona

Novosibirsk

Brand manager

Services: Zolotaya korona – TransportCard, Zolotaya korona – Money Transfers, Processing center “CardStandard”

- Services marketing plan development
- ATL: media selection, advertising materials preparation (billboards, TV, radio/ Russia, CIS), direct marketing programme development
- BTL: POS ad framing (B2C), event management (B2B): own events and participating regional/federal events (breakfast meeting, conferences/forums)
- Service establishment marketing program development
- Loyalty/Motivation campaign development and implementation
- Trade-marketing
- Supporting and developing web-site of the services
- Budgeting
- Contractor negotiation

Achievements

1. PC “CardStandard” marketing campaign development
2. Development motivation company for commercial transport operators for TransportCard
3. Development of the service establishment marketing program for Money Transfers
4. Successful events organization

Education

Master

2009

Novosibirsk State University (National Research University), Novosibirsk

Faculty of Economics, ECONOMICS AND MANAGEMENT

Key skills

Languages

Russian — Native

English — C2 — Proficiency

Skills

Client management

Product Marketing

Relationship Management

Customer development