

PROFILE

Senior Product Manager with a solid technical background and strong business acumen, offering 20+ years of IT industry experience with over a decade in various PM roles internationally. Active and empathetic listener to customer needs. Skilled in identifying, evaluating market opportunities, and seizing them via disciplined lean agile execution. Brought new products from inception to market, grew installed customer base orders of magnitude, optimized existing platform performance enabling acquisition deal for more than 240M USD, redesigned customer experiences rising overall NPS to 60+. Designed and implemented successful highly relevant automated email marketing campaigns with open rates above 40% and CTR north of 10%.

EXPERIENCE

Senior Product Manager, Founder

2022 - Present

STC LABS, SACRAMENTO, CA

On a mission to help research and improve meaningfulness of social connections and socio-economic behaviors via games and simulations.

- Problem and customer needs research
- From Vision, Mission, Values definitions to Strategies and Tactics of Initiatives Implementation for the greatest Complete Product Experience possible
- Potential solutions design, validation, implementation and iteration over and over again
- All other functional startup founder hats in G&A and R&D

Senior Product Manager, Co-founder

2018 - 2021

ALDABADA INC, EMERYVILLE, CA

Ultimate zero-to-one product and company building experience

- Founded a startup based on my vision of personal AI-based legal assistant
- Engaged and on-boarded technical co-founder
- Graduated sFoundation Accelerator Fall 2019 cohort
- Collaborated on rapid prototyping, hypotheses testing and searching for a product-market fit
- Released MVP of the data labeling product YasNah (Web, Android and iOS apps)
- Gained deep appreciation of the importance of motivated customer base and effective marketing

Product Manager

2016 - 2017

FRONTIERS MEDIA SA, LAUSANNE, SWITZERLAND


- Managed multiple API services used by internal and external products development teams
- Championed microservice-based architecture with contracts, protocols, and versioning
- Stabilized and released revamped engine for data collection and processing
- Redesigned Impact Metrics product user experience into a multi-platform responsive unified journey





Sasha T.C.

Senior Product Manager
Partner :: Entrepreneur ::
Builder


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EXPERTISE

Product Management

Agile & Lean Methodologies

AI & Machine Learning

User Behavior Analytics

Requirement Solicitation

Market Analysis

AB & Multivariant Live Experimentation

- Recognized the opportunities for automated email marketing campaigns and shepherded this product from nothing to launch

Product Manager

2014 - 2015

RICARDO AG, ZUG, SWITZERLAND

- Worked in sync with the UX, Marketing, Sales, Data Science, Production teams
- Integrated ads publishing feature across the platform with minimal GMV cannibalization to diversify and grow revenue streams
- Improved conversion rates of Search feature users using algorithmic experimentation and optimization
- Proposed and developed search API as an internal product for Seller Experience team
- Redesigned Navigation and Search product UX into multi-platform, seamless responsive unified journey

Product Owner & Business Analyst

2011 - 2013

EASYGENERATOR BV, ROTTERDAM, THE NETHERLANDS

- Performed total rebranding of the existing product for the entry to the US market and successfully launched it in DevLearn'2012 in Las Vegas
- Conceptualized and brought to ready-for-market state entirely new Web-based SaaS product
- Identified the need, defined the specs, and ensured the timely implementation of a JavaScript SDK for template developers

Product Manager, Founder

2004 - 2010

DESIRELAND & L2GEO.COM, KYIV, UKRAINE

- Marketed and sold data product for gaming server developers, provided post-sale updates and support
- Evangelized new features and improvements to gaming community
- Hired and managed customer support team of 3 people
- Implemented and maintained multi-service architecture with security gateways

PRODUCTS

These are the most important products and projects that I have either succeeded or failed at, always learning from the process and the outcomes:

Trust.Game (<https://trust.game>) - A socio-economic game where players build their social wealth measured in units of Trust by connecting and risking with their trusted peers. An ambitious project with a vision aimed to shift the present perception of the value of influencer-follower relationships, as well as content and action likes-dislikes counts in existing digital social environments.

YasNah (<https://yasnah.com>) - The simplest in the industry data labeling tool that allows sorting raw data into binary class datasets by simple and familiar swiping gestures. Usable across platforms, professionally or casually. Customers engaged their internal labeling workforce or outsourced and hired externally provided resources.

Information Search & Retrieval Systems

Display & Text Advertisement Publishing

eCommerce Marketplaces

SOFT SKILLS

Teams Gardening

Active Listening

Difficult Conversations and Saying NO

Persuasion and Getting to YES

Brainstorming & Ideation

Systems Thinking

Design Thinking

TOOLS & TECHNOLOGIES

Trello, Atlassian JIRA/Confluence, Aha!, ProductBoard

Optimizely, Google Experiments

Google Analytics, Mixpanel, Google Tag Manager

Sketch, Balsamiq

SendGrid, Twilio, MailChimp, Survey Monkey, UsabilityHub

MSSQL and Analytics Cubes, GCP, BigQuery, DataPrep & DataFlow

iOS, Swift, Android, Firebase, Firestore

Tensorflow, Keras, GCP Datalab & ML Engine

EDUCATION

BSc in Business Processes Automation (drop-out)

Zhytomyr State Technological University

1998 - 2001

1Contract + 1Privacy + 1Warranty (<https://aldabada.com>) - A suite of omnipresent tools (desktop, web, mobile apps, plugins, and extensions) designed to help consumers create and maintain their inventory of their legal, digital, privacy, and warranty rights and choices.

Frontiers Impact (<https://loop-impact.frontiersin.org/impact/article/62627>) - A ground-up rebuild of the scientific open-access publisher analytics platform. From data scraping, logs processing and consolidation pipelines, microservices, and APIs - to the new responsive web design presentation. System for detection of trigger events, which increase audience engagement through relevant and non-intrusive email campaigns, both transactional and marketing.

Ricardo Ads (<https://ricardo.ch>) - Integration of context-relevant advertisement (display and text) as an additional revenue stream. Implemented with minimal cannibalization of the core sales commissions and fees. Continuous experimentation to optimize ads performance and minimize UX impact.

Ricardo Search (<https://ricardo.ch>) - Continuous complete product experience improvements through experiments and data-driven algorithmic optimization of recall, precision, and ranking. New presentation modes, new instruments for query input and refinement, results sorting, and filtration.

Ricardo Responsive Web (<https://ricardo.ch>) - Redesign of #1 Swiss e-Commerce C2C and B2C marketplace into a highly usable, empathetic to customers, responsive, and accessible web portal for everyday shopping.

Easygenerator Web (<https://easygenerator.com>) - From concept design to the launch of a completely new online eLearning authoring and delivery platform for collaborative content creation by Instructional Designers, SMEs, and peer co-workers. Cross-platform, clientless, fast, and simple UX.

Easygenerator U.S. (<https://easygenerator.com>) - Overhaul of legacy and sluggish WinForms thin-client eLearning tool from multiple, highly customized for just a handful of European customers, branches into totally re-branded, highly-performant, unified authoring platform ready to be launched massively on the U.S. market.

L2Geo (<https://l2geo.com>) - Set of the game world geometry data for MMORPG servers. This product enabled smooth, controllable, and bugless player characters and NPC placement, movement, and combat physics simulation. Produced using proprietary 3D raytracing algorithms and distributed to server administrators around the globe.

Desireland (<https://la2.kiev.ua>) - From 0 to 10,000+ accounts in the local gaming community with multiple core and secondary services. 3,000+ peak simultaneous online real-time presence. Knowledge databases, communication facilities, in-game support and game mastering, and numerous online and offline events.

CERTIFICATIONS

Full list of certificates can be found in my LinkedIn profile, but here are the ones I am the proudest of:

Certified Scrum Product Owner (<https://www.linkedin.com/in/sashatc/details/certifications/>)

Scrum Alliance

LANGUAGES

English (Professional)

Ukrainian (Native Bilingual)

Russian (Native Bilingual)

French (Beginner)

German (Beginner)

INTERESTS

Aviation & Flight Simulation

Reading (mostly business, management, self-development)

Privacy Protection and Cryptography

Human Rights and Law

Machine Learning & AI, Data Science

