

Vladimir Son

Product Manager — relocate ready

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Experienced product manager and problem solver with 5 years experience running consulting company for startups providing research, analysis and product solutions on early stages and growth for 25+ projects. Raised pre-seeds and seeds for projects in different markets.

Experience

Founder & CEO, Sonstrategy.com (consulting for startups), 2018-present

Blockbank.ai (FinTech, decentralized and centralized technologies combined)

- Create user flow, build low-fidelity wireframes combining centralized, decentralized and online banking in one app
- Managing production connecting outsource developers with stakeholders, process business and technical requirements
- Build a business process map for new features production and acceptance for transparent collaboration between business and outsource teams for integrations
- As a result, app was rebuild in 5m, now continuing collaboration on new features logic and functionality

Harvester.so (ecom, saas solution for marketplace sellers, in development)

- Working as head of product, building product from scratch
- Identify MVP functionality, prioritising roadmap, CustDev
- Research market, calculate finance and build a pitch deck
- Managing outsourced development team (3 people), marketing team (3 people)
- As a result, the product got \$0.5m pre-seed, now in production

Fintech company under NDA (FinTech, yield and deposit solution for customers in emerging markets)

- Global economic research for 1,000+ economic indicators worldwide, cluster analysis for product-market fit, consumer metrics on financial services, choosing locations for product and hypothesis tests
- As a result we chose 5 markets (2 in Latin America, 2 in Europe and 1 in Asia) and provide information on consumer metrics and demographics

Guardian wallet (FinTech, secure non-custodial wallet on Solana, in development)

- Competitors research, MVP functionality, user flow and functionality roadmap, user story mapping, wireframing
- As a result, we build core user story with additional security features such as verifications via user's contacts and auto transactions to recovery wallet in case of emergency, now in production

Matezone, Disartive.world (NFT, two independent NFT marketplaces)

- Market and competitors research, web functionality, UX and wireframing, business requirements
- As a result, we build low-fidelity wireframes for both products and provide user flow for developers

Edcore (EdTech, LMS and CMS platform for education via chat-bots, not launched)

- Russian EdTech market research, product-market fit, financial modelling, monetization principles and prices range
- As a result we provide unit economics, market entry strategy and plans, production frozen due to personal reasons of founder

Gotovo.ru (FoodTech, dark kitchens and 25-min food delivery)

- Market research for Russian food delivery market
- Geo data research for test location in St. Petersburg, Russia
- Financial modelling, as a result customer metrics was predicted with 0.1 accuracy
- Financial modelling for growth from 1 to 25 dark kitchens, providing investments metrics and financial roadmap
- Unit economics, P&L, cash flow, investments for 3 scenarios, building pitch deck (finance and traction)
- As a result, the project got \$4m seed, now sold

Other (20+ projects)

- Apartments and co-living financial modelling, business analysis for HORECA CRM system, pet goods research for petshop.ru, e-grocery for natural and vegan food, wine subscription and delivery service research, fitness app UX, GIG hiring platform research, alternative milk production financial modelling

Lead Project Manager, Sudotechnology Panasonic Industry (Robotic welding systems), 2018-2020

- Managing high-end robotic welding systems production and integration, top level negotiations, managing tech team of 10 people
- Running partnership with Panasonic Industry (Germany) and Valk welding (Netherlands)
- Decrease production costs by 17%, increase sales by 20%

Marketing Analyst, Tomscable (Cable manufacturer), 2016 - 2018

- Industry research, new markets entry, top level negotiations

Education

BS, MS in Power Engineering, Tomsk Polytechnic University, 2012-2018

- GPA: 4.7, Expo Science International winner (Power Engineering), scientific research on power grids optimization and mathematical modelling; alternative power sources integration

Skills

Languages

- English (fluent), Russian (native)

Technical

- Microsoft Excel, PowerBI, Google Analytics, Metabase, Adobe CC, Figma, Miro, Jira

Hobbies

- Podcaster, runner, graphic designer, writer, lifetime learner, golden retriever owner, web3 enthusiast