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Technology Product Manager

Summary

- **Product passion:** more than 4 years in Product Management, experience in making beautiful UI/UX wireframes and mockups, conducted many user testing sessions and user interviews
- **Formal management education:** Product Management from Berkeley, PMP from PMI, and Certified Scrum Master from ScrumAlliance
- **Significant management experience:** more than 9 years of managing multiple projects, distributed teams, local and offshore development, and success in scaling teams from none to 20+ people
- **Strong engineering background:** 10+ years in high-tech, general technologist, with hands on in various technologies, including Ruby, Java and PHP, Open Source, networking and systems administration in mixed environment of Unix and Windows servers, LAMP
- **Analytics and metrics oriented:** managed many A/B and multivariate tests and price testing, diverse experience with various analytics and metrics monitoring tools
- **Excellent writing skills:** 40+ professional publications at BYTE.com, BEA dev2dev, O'Reilly Network, DevX.com, Java Boutique, Linux Planet and others
- **Great communication skills:** fluently speaking English, Russian and Ukrainian languages
- **Entrepreneurial:** previously started and cofounded high tech companies followed by successful acquisitions, and named one of the Top 50 Web Tools in 2008
- **Experience recruiting and hiring engineering talent:** locally and offshore, including contract and FTEs
- **Lean Startup practitioner:** follower of Customer Development ideas evangelized by Eric Ries and Steven Blank

Education

- Product Management Program, UC Berkeley Haas School of Business, 2010
- Master Degree in Computer Science with Honor, NMetAU, 2001 — 2002
- Bachelor Degree in Computer Science with Honor, NMetAU, 1997 — 2002, and more.

Certifications

- Project Management Professional (PMP), 2008
- Certified ScrumMaster (CSM), 2008
- Sun Certified Java 2 Programmer Platform 1.4 (SCJP), 2005
- Sun Certified System Administrator for Solaris 9 (SCSA), 2004, and more.

Work experience

- **Director of Product Management** at Movoto, LLC (*Movoto.com*)
San Mateo, CA · January 2011 — July 2011

I joined the company and took over the new Products, Q&A and Ops. I successfully implemented Q&A policies and procedures for human-powered and automated testing (proven over the period of 5 months with 96%+ in success of testing), built the development process according to Scrum methodology with short development cycles, and built a solid Ops team. On the product side, some of my improvements to the existing Web site resulted in 2-3x improvement in conversions. I also hired and led mobile app and widgets development process, starting from research and definition of a problem, and ending up with management of development process.

- **Director of Product** at Synchronicity, Inc (*CPGjobs.com / CPGjoblist.com*)
Pasadena, CA · August 2007 — December 2010

I was responsible for Product Management of multiple Web projects: candidate monetization through premium subscription model, third-party integrations and internal tools. I also overlooked online sales and billing functionality, bringing online sales from less than 1% to more than 10% of all sales. Effectively optimized servers' maintenance process that allowed cutting costs nearly by 50%. Recruited on-site and offshore team members.

- **Director of IT** at Synchronicity, Inc (*CPGjobs.com / CPGjoblist.com*)
Pasadena, CA · July 2006 — July 2007

Successfully delivered internal projects that met and exceeded time guidelines and functional expectations. Participated in creation of Software Requirement Specifications for new developments. Took lead over company's infrastructure, took responsibility over new products development, including CPGforum.com, iGotList.com and potential areas of expansion for the company. Introduced and delivered the Facebook application.

- **Project Manager** at Synchronicity, Inc (*CPGjobs.com / CPGjoblist.com*)
Pasadena, CA · Feb 2006 — June 2006

Time split between management and hands-on development. Was actively involved into migration and documentation processes. Implemented servers' availability and performance monitoring and tuning, process automation, database replication. Successfully completed and internally shipped the first release of WildHire.com platform according the schedule. Analysis and concept design. Adjusted internal processes to Scrum methodology.

- **Software Engineer** at Network Lynx
Dnepropetrovsk, Ukraine · 2001 — Jan 2006

Developed code in PHP, Java and Ruby, performed database administration and programming, backup plans implementation, performance monitoring and tuning, process automation, database replication, versioning systems, project management and coordination of off-shore development team, database design and data modeling, technical analysis and concept design of new projects. Network Lynx was acquired by Synchronicity.

Additional information

See LinkedIn profile <http://www.linkedin.com/in/white> for more information on work experience and certifications. References available upon request.