

SALKOV ANDREY

Head of Product

Valencia, Spain | Remote-first, open to relocation depending on offer

Email: aa.salkov@gmail.com | Phone/WhatsApp: +34 655 782 944 | Telegram: @SalkovAndrey

LinkedIn: [linkedin.com/in/andrey-salkov](https://www.linkedin.com/in/andrey-salkov) | Portfolio: salkov-andrey.notion.site/Portfolio

CAREER SUMMARY

Head of Product with 14+ years of professional experience (9+ years in product leadership) across enterprise and startup environments. Delivered \$500M+ in cumulative program revenue at enterprise scale (Rosneft, 20M+ users), and drove ~20x ARR growth over 2 years at an early-stage B2B SaaS platform. After a decade in enterprise product leadership, transitioned into fast-paced startup environments (2022–present) to focus on 0→1 execution, monetization, and AI-native product development.

- Built and led product organizations — managed up to 5 Product/Project Managers and cross-functional department heads (65+ combined team)
- Reduced core dev team from 5 to 2 engineers while multiplying feature output through AI-assisted development
- Owned full P&L across multiple roles; secured \$1M+ budget approvals from C-level/VP stakeholders
- Built internal CRM/ERP ecosystems and AI-powered support systems from scratch

WORK EXPERIENCE

05/2023 – now Visotsky Inc, Business Booster Platform

Product Manager (Head of Product function)

Early-stage B2B SaaS platform for business process automation

- Took ownership of a broken, unstable early-stage product under a monetize-or-shut-down mandate — stabilized the platform and rebuilt delivery processes and product strategy
- Drove ~20x ARR growth over 2 years through end-to-end monetization strategy, reaching 200+ paying B2B companies — redesigned pricing with a tenure-based tiered model (higher monthly rate, lower rate for longer commitments) and ran a hybrid growth funnel (self-serve 7-day trial with automatic paid conversion for inbound leads, sales-assisted onboarding for larger accounts), growing revenue without increasing churn; monetization now covers ~60% of team operating expenses
- Built a full-cycle product system (discovery → prioritization → delivery → release) combining RICE/MoSCoW frameworks with JTBD-driven insight from 150+ customer interviews; defined weekly core-module engagement as the team's North Star Metric — a leading indicator of subscription renewal — driving 2x MAU growth and reducing regression
- Designed and deployed an AI-powered customer support system — built a knowledge base from documentation, codebase, and support history, configured a vector-store-backed multilingual AI assistant (incl. Chinese) — achieving an 85% autonomous resolution rate and avoiding the need to scale the support team despite rapid user growth
- Co-designed and continuously calibrated an AI-assisted development pipeline with the engineering team (multi-agent workflow: research → business spec → technical spec → implementation → testing → code review → merge) — reduced core engineering team from 5 to 2 while multiplying feature output (verified 4x task throughput vs. prior comparable period)
- Personally shipped multiple production modules using AI-assisted coding — including a full Project Management module (full ClickUp/Bitrix24 parity), an OKR tracking module, LMS MVP, management reporting module, and dozens of smaller functional modules and client-requested features
- Led infrastructure migration from AWS to Microsoft Azure, securing \$50K+/year in startup grants and improving platform stability
- Restructured product and engineering teams — building a product function of 2 Product Managers and 1 Project Manager, and executing performance-based team rebuilds — cutting monthly development costs by 30% while increasing delivery speed; awarded "Leader of the Year" among 250 employees

09/2022 – 04/2023 AppCake, International Mobile Product Company

Backend Project Manager (Delivery & Platform Lead) — reporting to CTO

Mobile utilities and games company with ad-based and subscription monetization

- Joined as iOS Project Manager; promoted to Backend Project Manager due to highest delivery performance and release success rate, taking on management of 5 Project/Product Managers across iOS, Android, and Backend

- Led cross-functional, distributed teams across India, Pakistan, Nigeria, and Eastern Europe — served as primary communication bridge across the organization due to strongest cross-cultural English fluency on the team
- Launched 40+ mobile applications and 4 internal CRM systems in under 5 months, significantly accelerating time-to-market
- Owned backend platform and APIs supporting multiple mobile teams, ensuring stability and scalability
- Led development of internal business systems (HR, Accounting, onboarding, payroll, automation)
- Coordinated complex infrastructure initiatives, including Kubernetes rollout, with backend and DevOps teams

04/2022 – 06/2022 (part-time, fractional engagement) HeartCore.app

Fractional Head of Product

Web3 application (m2e, p2e) focused on inspiring people to develop and maintain healthy habits

- Led end-to-end product launch for an early-stage web3 health & gamified app, including roadmap planning, execution oversight, and management of 10 internal managers across design, marketing, and tech
- Built product operations from scratch, established development and design workflows, and ensured alignment with stakeholder objectives
- Delivered MVP on a tight timeline, laying the foundation for product strategy, team processes, and scalable execution frameworks
- Owned early-stage P&L — established budget structure and cost controls during pre-revenue product development phase

06/2019 – 08/2022 «ROSNEFT Loyalty», Rosneft & BP Loyalty Programs Operator

Senior Product Manager (Head of Product function, P&L Owner)

- Led cross-functional department heads (Analytics, Marketing, IT Services, Support), overseeing combined team of 65+ (15 internal, 50 external), with full P&L ownership across the loyalty program
- Developed product strategy and roadmap for program digitalization, CRM integration, predictive analytics, and personalized recommendation engines (card-linked offers)
- Led major projects: launch of virtual loyalty cards (first in Russia), integration of multiple loyalty programs (BP, TNK, Bashneft), migration from Oracle to SAP Hybris Marketing with predictive analytics
- Secured \$1M budget approval from Rosneft VPs for critical processing center replacement project, managing execution end-to-end
- Made a high-stakes technical decision under a hard deadline during BP Club loyalty program launch — averted a holiday-season launch failure when app store review put the go-live at risk, ensuring on-time delivery of Russia's first virtual loyalty card program
- Increased active loyalty members by 15% monthly, improved client engagement, and maintained revenue during COVID-19
- Oversaw operational excellence, budget, KPIs, and team satisfaction (from 53% → 82%)

04/2016 – 05/2019 «ROSNEFT», Rosneft & BP Loyalty Programs Operator

Project Manager

- Launched loyalty program for 20M customers across Rosneft and partner networks, including website, mobile app, and client portal for balance and transaction tracking
- Managed internal development team (5 managers) and 3 external teams (mobile, backend, web), delivering multiple sub-products within tight timelines
- Implemented Agile processes (Scrum/Kanban), increasing transparency and reducing development time by 25%
- Led partnership initiatives, integrating with airlines (Aeroflot) and banks to expand rewards ecosystem and co-branded products
- Delivered innovative customer engagement campaigns: web games, interactive seasonal promotions, and marketing activations driving fuel and non-fuel sales growth
- Identified and mitigated fraud, coordinated industry-wide working group to prevent loyalty points abuse, improving security standards

08/2012 – 03/2016 «Loyalty Lab», Loyalty Programs Developer Company

Business Development & Product Implementation Manager

- Built affiliate network for loyalty programs (250+ partners), leading a sales team of 10 and coordinating with IT, legal, and finance to deploy programs for large corporate clients
- Designed and launched a subscription product for partners (communication tools, data segmentation) and implemented a Sales CRM, structuring the full partner acquisition pipeline

- Contributed to major product launches, including the redesign and deployment of the Rosneft loyalty program — laying the foundation for enterprise-scale loyalty projects

ENTREPRENEURIAL VENTURES

Side projects, alongside full-time roles

2016 – 2018 Event Agency (co-founded)

Owned website/content, lead generation, and full P&L. Grew to ~\$20–25K annual revenue over 2 years. Wound down due to family relocation.

2024 Children's Book Library, Valencia (co-founded)

Owned IT infrastructure and P&L. Reached €1,000 MRR within 6 months; closed after market-sizing analysis showed limited growth ceiling in the local segment.

EDUCATION

2010 – 2012 Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Master's degree, Public Sector Management / Financial Economics

2006 – 2010 Moscow State Institute of International Relations (MGIMO) — Russia's leading university for international relations and diplomacy

Bachelor's degree, International Economic Relations / International Business Operations and Marketing

SKILLS

Product & Strategy — Product Strategy & Roadmapping · Monetization & Pricing Strategy (packaging, channels, tenure-based pricing models) · Hybrid Growth Model (product-led self-serve trial-to-paid conversion + sales-assisted funnel) · North Star Metric Definition & Tracking · OKR Goal-Setting & Tracking · Prioritization Frameworks (RICE, MoSCoW, JTBD-driven) · MVP Delivery · SaaS & Mobile Product Management

Data & Technical — Revenue & Retention Metrics (MRR/ARR tracking, Customer Churn Rate, Net Revenue Churn Rate) · Data Analysis (Google Analytics, Amplitude, AI-assisted data querying) · Budget & Investment Justification (up to \$1M) · Technical Program Management (cloud migration, infrastructure risk/tradeoff analysis)

AI Product Development — AI Agent Orchestration · RAG/Vector Store Architecture · Prompt Engineering · AI-assisted Full-stack Development (incl. self-built personal finance forecasting app, pre-launch)

Leadership & Communication — Remote & Distributed Team Leadership (async-first, cross-timezone) · Cross-cultural Team Leadership · Crisis & Turnaround Management · Executive Stakeholder Management (VP/Founder/Board-level) · Public Speaking (webinars, 200+ attendees, RU/EN)

TOOLS

Product & Collaboration — Jira · Notion (+ working knowledge of ClickUp, Bitrix24, Asana, amoCRM) · Miro · Figma

AI-Native Development — Claude & Codex (daily use — research, analysis, strategy, production coding) · Figma Make · Google Stitch · Lovable

Analytics & CRM — Google Analytics · Amplitude · SAP Hybris Marketing

LANGUAGES

Russian (native) · English (fluent) · Spanish (basic, actively improving)