

# Konstantin Smirnov

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## Product Manager → International Business Market

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Passionate, value-driven product manager with experience leading cross-functional teams to plan, build, launch and manage world-class products. Blend skills with Scrum Product Owner experience, a marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications and budget restrictions.

Team Leadership  
Product Lifecycle Management

Scrum Methodologies  
Go-to-Market Launch Plans

Requirements Gathering & Analysis  
Market & Competitor Research

## Work Experience

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AMWAY • *Multiple Positions Held*

2013-Present

**Product Manager** - Russia/Kazakhstan/Ukraine/Mongolia subregion – 2019-Present

- Migrated company to the new platform, leading a dedicated cross-functional team. Accountable for login, registration, and personal data migration.
- Increased new business registrations in RU by implementing "2 clicks" online bank Sberbank/Tinkoff account sign up, resulting in 70% of new business registrations using this online flow.
- Gathered 33K (5% of active users) new Customers in RU from a marketplace Ozon via integrated authorization flow.
- Increased specific products repetitive sales by 13% (avg. monthly) via a regular auto order (subscription).

**Digital Services Business Analyst** – Europe/India/Africa/Russia region – 2016-2019

- Led one of the dedicated product team (7 members) migrating company to the new platform (Hybris) at Scandinavian market (150K monthly active users). Handled content management, navigation, and product catalogue.
- Engaged in digital services (website frontend adaptation) for Kazakhstan market official launch. Enhanced working solution, contributing into 30% year to year market growth success.

**Technical Support Engineer** – Russia/Kazakhstan subregion – 2013-2016

- Assigned for level 2 support and enhancement projects of key company systems and services used by 500 employees and over 800 000 customers. **Result:** Successfully and accurately processed more than 10 000 tickets, that eliminated any discrepancies.
- Digitalized documents signing process via integration with a local eSignature operator, resulting 30 000 documents signing with electronic signature monthly.
- Decreased customer waiting time by 60% and new employee onboarding time with new Customer Service system and knowledge base.

ASOFT

2012-2013

**Business Analyst** (ASoft – local CRM developer and integrator across Russia)

- Integrated a CRM system to a customer, leading a team of 2 developers. Set up the business processes (ordering, inventory, delivery, service) and integrations with IP telephony. Formalized business processes.

## Community Services

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GEEKBRAINS (one of the leading online universities in Russia with focus on IT, marketing, and Design specialties)

- Providing detailed feedback at the Business Analysis course. **Result:** Got rated by the students at 4.8 stars out of 5.

## Education and Credentials

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MOSCOW AVIATION INSTITUTE (National Research University) – Russia  
**Master of Engineering. Spacecraft Propulsions** – Dept. of Rocket Engines  
**Bachelor. Public Relations** – Dept. of Foreign Languages

### *Certifications*

**Certified Scrum Product Owner** (certificate 000720593), ScrumAlliance.org, Poland

**Team Management and Digital Product Creation**, British Higher School of Art and Design, Russia