

# Slava Kuznetsov

Product Owner / CEO · SaaS, B2B + B2C, Corporate + Startup · PhD, PMP, IELTS8 · shipping since 2003

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## ABOUT

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**Results:** SaaS growth & retention: LTV **+31%**, ARR **+66%**, NPS **+62%**, Churn **-79%** **Experience:** 22 years: Analyst, Project Manager, Associate Professor, VP Product **Credentials:** PhD (Economics), PMP plus 21 other certificates  
**English:** C1 (IELTS 8.0) **Remote:** CET-friendly, Employment, B2B contract, or EOR

## EXPERIENCE

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### Business Analyst – Better Health Group

2024–2026, Tampa, USA, Remote

- Owned **backlog** end-to-end for **10+ features** across Copilot and MySxope: HEDIS, Care Gaps, Treatment Plan, Patient View + AI Summary, Scheduling, Sign-Up, Homepage
- Built a **16-step AI-assisted BRD algorithm** adopted by the BA team; shipped **3 AI product features:** Progress-Note Evaluator, Beers compliance, AI Patient Summary
- Authored **2 BA artefacts** adopted across the practice: Specification Template and MySxope FE Checklist
- Coordinated **5-service API/EMR integrations** (REST/webhooks, eClinicalWorks); shipped **weekly releases**

**Stack:** SaaS, B2B, HealthTech, Medicare, Medicaid, HEDIS, eClinicalWorks, BigQuery, Spanner, OpenReplay, REST/Webhooks, Jira, Confluence, Figma, AI-assisted BA

### VP Product – LeadFrog

2021–2023, Leipzig, Germany, Remote

- Directed a **55-person cross-functional team** of Engineering, QA, and Marketing
- Scaled the platform to **30,000+ users and 200+ exhibitions**
- Achieved **4/5 client retention**
- Improved customer efficiency 86%** via lead workflow automation
- Owned **product roadmap, go-to-market (GTM) strategy, and customer success**
- User stories, acceptance criteria, refinement, sprint planning, UAT, release planning

**Stack:** SaaS, B2B, EventTech, iOS, Android (native), Web Company Portal, Lead Capture Automation, QR/BAR Scanning, CRM Integrations, A/B Testing, Zendesk, Figma, Miro, Agile/OKRs

### PMO Director – Ostec Group

2013–2020, Hybrid

- Led **PMO / portfolio governance** across **35 concurrent investment & IT projects**
- Rolled out **PMI-based delivery**; completed **100+ IT initiatives** end-to-end
- Produced **350+ technical specifications** for 1C / enterprise IT systems
- Reduced **wasteful spend 10x** via stage-gates, prioritization, and KPI control
- Trained **150+ employees** in project management practices

#### Selected programs:

- ECBMarket B2B marketplace** launch (**400 manufacturers, ~500k SKUs**)
- SCM** implementation + **WMS integration**; enabling planning and partial payments
- Automated commercial offer generation + **CRM integration**
- Built corporate **intranet portal**; implemented **BSC** (logistics/quality/service)
- Implemented **PMIS** with portfolio reporting and **KPI monitoring**

**Stack:** MS Project/Server, SharePoint, Visio, BPMN, 1C:ERP+PM, Kanban/Scrum, Risk & Change Management, Vendor Management, Budgeting/Resource Planning

### Head of Process Management – Volga-Dnepr Group

2010–2013, On-site

- Built the company-wide **business process model** in **45 days**
- Rolled out **Balanced Scorecard (BSC)** across **10 departments**
- Designed enterprise **risk management**: risk taxonomy, safety policies, org design
- Optimized core processes in collaboration with **Boeing consultants**
- Selected to the company **key talent / succession pool**

**Stack:** Aviation, Process Management, ARIS, BPMN, ISO 9001, ICAO, EASA Part-145, BSC, Enterprise Risk Management, Safety Governance, Quality Management

### **Leading Consultant – BDO Unicon**

**2008–2010, On-site**

- Delivered **\$2M+** consulting portfolio across energy and industrial clients
- **Market/Competitive Analysis, SWOT**, gas sales scheme optimization
- Built a **KPI/KRI** performance framework for a Germany-based enterprise client
- Developed enterprise **PM system / PMO tooling** for Uranium Holding
- Ranked **5/5 (360° review)**; promoted on performance; **100% billable utilization**

**Stack:** Management Consulting, Strategy, Stakeholder Management, Executive Reporting

### **Associate Professor – MAI University**

**2006–2010, Hybrid**

- Built **4 economics/management courses** (syllabi + materials)
- Taught **150+ students/year**; supervised student projects
- Published up to **4 research works/month**
- Designed a management program for **short-/medium-haul aircraft** development
- Created an evaluation method for **property complexes**; won a **Moscow grant**

**Stack:** Higher Education, Curriculum Development, Teaching & Mentoring, Research & Publications, Program Design, Economic Analysis, Grant Writing

### **Consultant – Project Practice Group**

**2005–2008, On-site**

- Promoted from Assistant to Consultant **in 6 months**
- Ran **4 concurrent projects**
- **Worked with stakeholders** from 5 key clients
- Designed **monitoring systems** for state programs and national priority projects
- Developed **corporate project management systems (PMIS/PPM)**

**Stack:** Program Monitoring, Project Governance, Stakeholder Management, Dashboards

## **EDUCATION**

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**PhD, Economics:** Project management in Aviation holding, MAI University **MSc, Economics:** Honours degree, MAI University **PMP (Project Management Professional):** PMI **English:** C1 (IELTS 8.0)

## **TRAINING**

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**20+ certified courses:** Jira, Data Science (IBM), Agile, Scrum, Kanban, Risk Management, IT Analytics, 1C:ERP+PM (admin), 1C:Enterprise 8.2, 1C Development, Strategy Development, Business Planning, Portfolio & Program Management, PMBOK, MS Project, MS Project Server, EASA Part-145 (audit), Part-66 (Human Factors)

## **SKILLS**

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**Product Leadership:** Product Strategy, Product Management, Product Ops, Roadmapping, OKRs, North Star Metrics, KPI/Portfolio Management, Stakeholder & Executive Management | **Growth & GTM:** GTM Strategy, Pricing & Packaging, Monetization, Retention/Churn, Onboarding, Customer Success, VoC | **Discovery & Experimentation:** Product Discovery, User Research, JTBD, MVP, Prioritization, Backlog Management | **Analytics & Data:** Cohort Analysis, BigQuery (basic), Plausible | **Delivery & Collaboration:** Agile, Scrum, Kanban, Jira, Confluence, Trello, Release Management, Figma, Miro, Zendesk | **Domain:** B2B/Enterprise SaaS, Mobile (iOS/Android), Web Portals, CRM Systems, BPMN, PMO/Portfolio Governance