

HERMAN BAIATIAN

PRODUCT MANAGER

5 YEARS OF EXPERIENCE

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PROFILE

I'm using my expertise to help business owners realize the short- and long-term vision and align software development with key business objectives. One of my strongest skills is to drive progress on key initiatives through the execution of product roadmap(s) and management of backlog(s). **5 years of experience** gave me opportunities to **demonstrate strong leadership**, prioritization, and communication skills to consistently deliver outstanding results on time and in line with the established budget and to decrease the wasting of development resources by providing high-quality requirements, also understanding the customer needs and implementing it into the valuable and reliable functionalities.

Experience in domains:

B2B: marketing technologies, telephony, meeting services, logistics, affiliate marketing

B2C: e-commerce, finance (P2P with Escrow, remittance, money exchange)

EXPERIENCE

MADGICX — MARCH 2023 - PRESENT

PRODUCT MANAGER (HEAD OF MARKETING ANALYTICS)

About the company: The SuperApp for Meta Advertisers which provides the huge number of solutions to launch marketing campaigns, make automatisations for Ad budgets (ABO, CBO), get marketing insights and deep analysis of ads performance (B2B)

Key responsibilities: managing the One-click Report product (marketing analytics tool) by applying best practices in terms of product-led strategy where the customer can teach themselves to use the product (using video tutorials, in-app messages, tooltips, updating academy's materials), **leading the development team** to deliver requested and own features, working closely with **marketing department** to launch and test new offers (Lifetime Deal, different variations of subs pricing, customer funnels, etc), making **customer interviews** to get valuable insights from the most experienced advertisers, planing the Quarter **roadmaps** and developing the long-term plan for the product vision, working with **customer success** and **sales** for presenting my product.

Key achievements:

- restored and delivered high-quality product which had the high percentage of paid churn rate (**before: 25%** , **now: 6%**),
- developed the high converted funnel for the activation of subscriptions in Trial with added CC (**before: 2.82%**, **now: 13.2%**, **almost x6 times**)
- led a bunch of customer interviews who are small and big spenders (**starting from 50\$k per month**), around 1-3 interview per week
- reorganised the development team process and made them one of most productive dev teams in the company (**before: 11 releases within 2022**, **now: 1-2 releases per week**, **total number of releases: 32**)
- Provided the high-engaged release notes for the entire company and key stakeholders, using the video recoding, drawing tools, also to teach **the support and sales teams** how features work. It allowed saving a lot of time and money in terms of inviting all participants to the meeting and show the new features

BIGTINCAN — MAY 2021 - MARCH 2023
PRODUCT OWNER

About the company: it helps the world's best brands create the buying experience of the future for their customers (B2B)

Key responsibilities: owned sprint backlog and implementation of new product initiatives. Prioritized **product backlog** working against established roadmap and coordinating dependencies with other POs, responsible for product introduction & **review with stakeholders**. Worked cross-functionally to ensure business requirements and solution capabilities are effectively matched and implemented. Decomposed feature(s) into **User stories** and established Story Acceptance Criteria through detailed Scenarios.

Key achievements: launched SaaS B2B product feature set from scratch, increased development speed and reduced development costs through **providing high-quality requirements** (up to 2x times faster), managed up to 40 software developers, built several prototypes for own ideas which have been approved by key stakeholders to be implemented in the final product version.

ZINVO — JAN 2021 - MAY 2021
PRODUCT MANAGER

About the company: it focuses on delivering high-quality watches, and excellent customer service (B2C)

Key responsibilities: provided weekly tracking of incidents and service tasks to completion in partnership with the software development team and marketing department, shared regular feedback and follow-up with business partners (USA, China, Europe), developed a spirit of teamwork and collaboration with clear lines of accountability for key decisions.

Key achievements: launched new functionalities and features that increased the Conversion Rate (CR) **by up to 45%** and Return on Investment (ROI) **by up to 60%**, built the product and marketing development process across the teams from completely different Time Zones (PST, GMT +2, GMT+8)

DAHIN LIMITED — JAN 2019 - JAN 2021
SENIOR PRODUCT OWNER

About the company: it focuses on delivering software development services: e-commerce, crypto, finance (B2B, B2C)

Key responsibilities: established and facilitated relationships with the end customer and business leadership/ owners, bringing the voice and priorities of the customer to the forefront across **several products**, responsible for the development of the lean business case and completing competitive analysis to inform short- and long-term product vision, incorporated this knowledge when prioritizing features for releases.

Key achievements: launched new profitable products on the Switzerland market (ex. [swissremit.ch](https://www.swissremit.ch)) which included offline and online money transfers, increased Conversion Rate (CR) **by up to 63%** for e-commerce brand in the United Kingdom, organized development process from scratch for developers around the world.

EVOPLAY — JAN 2018 - JAN 2019

PRODUCT MANAGER

About the company: it develops iGaming solutions that are used by millions of people around the world (B2C)

Key responsibilities: decomposed feature(s) into User stories and established Story Acceptance Criteria, responsibility for product introduction & review with stakeholders, shared regular feedback and follow-up with business partners, **tracked key metrics of the product** and found solutions to improve these metrics.

Key achievements: launched a profitable websites network from scratch with Revenue Share (RS) monetization type, decreased Bounce Rate **by up to 45%**, successfully managed **up to 45** content creators (freelancers)

JOOBLE — FEB 2017 - JAN 2018

BUSINESS DEVELOPMENT MANAGER

TOOLS, SKILLS & LANGUAGES

Jira, Trello, Confluence, Scrum, Kanban, Agile, Google Analytics 4, Google Tag Manager, UML, Miro, draw.io, Microsoft Office, Slack, Pendo, Amplitude, HotJar, Google Business, Facebook Business Manager, Gantt Chart, Building Roadmap, Backlog Prioritization, Release Management, MVP launching, Figma, InVision, AppsFlyer, MS Dynamics, OneSignal, UX interview, Intercom, AirCall, ClickUp, Harvest, Chargebee, Google Data Studio

Languages: English (advanced), German (advanced), Ukrainian (native), Russian (advanced)

CERTIFICATIONS

Product-Led Organisation Certification (2023), Pendo & Mind The Product

Product Analytics Certification (2023), Pendo & Mind The Product

Product Management Certification (2023), Pendo & Mind The Product

Program Manager (2022), Udemy

Scrum Master PSM 1 Certification (2022) Udemy

Scrum Product Owner PSPO 1 Certification (2022) Udemy

EDUCATION

UNIVERSITY OF ARTS - **CONDUCTOR** OF CHAMBER ORCHESTRA — BACHELOR'S DEGREE,
2010 - 2015