

Andrew Pyanzin

Senior Product Manager

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SUMMARY

Senior Product Manager with 6+ years building products that turn data into revenue. Shipped 17 products from 0→1 that reached 1M+ users and generated \$1M+ in revenue. Built ML-powered personalization systems, experimentation platforms, and growth tools for mobile apps with 5M+ MAU. I write SQL, prototype in Python, and run experiments without waiting for dependencies. Best at: mobile products, platform infrastructure, and data-driven growth.

WORK EXPERIENCE

Senior Product Manager – App & Platform

Jan 2023 – Present

S7 Airlines – Russia's largest private airline, 13M+ passengers/year. Mobile app MAU 5M+ Russia

Scope: Mobile app product strategy, experimentation infrastructure, ML-driven personalization, growth and retention

- Built no-code experimentation platform with JSON schemas, cohort targeting, and real-time APIs – cut time-to-market by 124% and became foundation for all product tests across the company
- Shipped ML-based personalization system for upsells to frequent flyers, lifting ARPU by 23%
- Ran 100+ A/B experiments using automated SQL/Python data pipelines – engagement up 17%, conversions up 12% YoY
- Launched 10 new services based on JTBD research that grew organic users 87% and improved D14 retention by 39%
- Owned growth tooling for personalized offers on ticket purchases – increased C1 by 24% YoY

Product Manager – Data & Delivery

Oct 2020 – Dec 2023

Madyar – Top food-tech company in South Russia. GMV €100M+/year

Russia

Scope: Mobile apps, delivery vertical, data infrastructure, personalization and recommendation systems

- Led strategic migration from native iOS/Android to Flutter – cut dev costs by 53%, boosted app performance by 150%
- Launched in-app ML recommendation engine for personalized upsells – AOV up 26% YoY
- Converted corporate website to full e-commerce platform – delivery share grew from 7% to 15%, C1 up 113%, ARPU up 68%
- Built real-time analytics dashboard for delivery operations, reducing order fulfillment issues by 34%

Program Manager – Internal Tools

Aug 2018 – Oct 2020

Mediatron – B2B advertising agency. GMV €5M+/year

Russia

Scope: 0→1 B2B SaaS products, ad targeting systems, new client acquisition tools

- Built 0→1 ad targeting product that collects traffic from open Wi-Fi networks and serves targeted ads to user segments – company revenue up 256% YoY
- Designed data pipeline architecture for processing 500K+ daily user sessions for ad targeting
- Managed product roadmap and coordinated 3 engineering teams to deliver quarterly releases

SKILLS

Product Strategy: Roadmapping, Go-to-Market, 0→1 Product Building, A/B Testing, JTBD, User Research

Technical: Python, SQL, REST APIs, ML/LLM Integration, SDK, Mobile Development (Flutter, iOS, Android)

Analytics & Data: Amplitude, Firebase, ClickHouse, Tableau, Pandas, Cohort Analysis, Experimentation Frameworks

Leadership: Agile/Scrum, OKRs, Cross-functional Collaboration, Stakeholder Management, Mentoring PMs

EDUCATION

M.A. in Marketing, Perm State University

2015 – 2017

B.Sc. in Economics, Perm State Technical University

2011 – 2015