



Mirchev Edward

Male, 32 years, born on 10 March 1991

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Skype: eduard.mirchev

Another site: <https://eddie-mirchev.ru/>

Reside in: Saint Petersburg

Citizenship: Russia, work permit at: Russia, UAE

Ready to relocate: Cyprus, ready for business trips

Desired position and salary

Chief Product Officer

Specializations:

- Project manager
- Chief executive officer (CEO)
- Product manager
- Chief Commercial Officer (CCO)

Employment: full time, part time, project work

Work schedule: full day, flexible schedule, remote working

Desired travel time to work: any

Work experience — 15 years 8 months

March 2023 — till
now
5 months

xHuman Sales

Moscow, xhuman.ru

Educational Institutions

- Business Education

Business Services

- Consulting Services

Chief Product Officer

CPO + BizDev

- Built up Product development in an agency business
- Discovered several growth vectors
- Developed sales tools that increased efficiency of Sales Department

January 2022 — till
now
1 year 7 months

Krew Guru | Performance Hiring System of Maritime Personnel

Saint Petersburg, <https://krew.guru>

Chief Product Officer / Bizdev Director

Responsibilities:

- Lead the Product team, Sales team, Marketing department, and Support department.
- Management of backlog of production tasks and hypotheses
- Strategic and tactical management of project development in the marketplace (from product development, to sales)
- Budgeting, team management
- Many more

Accomplishments:

- Ensured growth of seafarer database from 15,000 to 180,000, MAU 15%
- Attracted major ship owners and crewing agencies

- Assembled sales, marketing and product development departments. All in all about 15 people. In November, created a support department of 9 people.
- Assembled remote sales and support team of foreign specialists (Philippines, Indonesia, Singapore, India).
- Implemented the necessary functionalities in the service on the B2B and B2B side, resulting in a successful launch of the product in the market.
- Ensured that the lean startup project was running at full capacity

July 2021 —
December 2021
6 months

Krew Guru | Performance Hiring System of Maritime Personnel

Saint Petersburg, krew.guru

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development
- System Integration, Technological and Business Processes Automation, IT Consulting

B2B Product Owner

- Formed a Sales Team
- Made several modifications to the service that led to product/market fit. Managed a pivot
- Done more than 30 of custdev interviews with crewing officers around the world
- Managed lead generation process

May 2019 —
December 2021
2 years 8 months

Private practice of managing entertainment projects

Saint Petersburg, eddie-mirchev.ru

Product Owner

2021: Babyfox AR. Design of a concept of AR mobile multiplayer game for kids:

- Discovered an audience
- Made a concept of the game led by the customer's needs of increasing sales its own products.
- Customer Development

2021: Fantopia, Matching service for fans of pop-culture:

- Basing on the no-code platform Glide built a mobile app <https://fantopia.ru>
- Implemented social interactions instruments (posts, discussions, profiles)
- Attracted more than 150 users from DTF

2021: Tulpa Online, Creation of Human Mind Digital Copy <https://tulpa.online>:

- Designed Memory Storage System
- Developed 3-days system of personal data gathering
- Did more than 20 of custdev interviews
- Designed UI for the project's app

2021: CryptoVeche:

- Managed whole custdev interviews across all universities in Russia
- Developed UX/UI/CX recommendations for the project
- Taught a new Product Manager
- Implemented Production Process

2020: Fly&Meet, app that notify when your work partners are going for a business trip:

- Custdev
- Designed the app

2020: Your Hobby Diary:

- Designed the app
- Made all tech docs and managed all development process
- Attracted first 500 users

2020: Digital Autographs. App for collecting digital autographs by famous people:

- Designed the app
- Discovered a market

2020: Argentera Medicals, Medicals Production

- Found a production site, organized of deployment of equipment
- Formed a team
- Designed market positioning, brand, marketing strategy and tactics

2019: Real, Dating app:

- Together with Embria's products designed the app
- Developed the matching system

December 2019
— March 2021
1 year 4 months

Fanself | Saas to run a pop-culture online/offline event

Novosibirsk, about.fanself.app

IT, System Integration, Internet

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Product Owner

- Based on the US market research fully designed the product and its positioning
- Designed and implemented more than 10 systems of social communication between attendees of online events
- Attracted more than 20 organizers of pop-culture events from USA
- Formed a team of 15 members (programmers, content developers, marketers, managers)
- Designed and managed development of three mobile apps for the project

May 2018 —
December 2019
1 year 8 months

Geekery | Platform of funtech communication between Brands and their Fans

Novosibirsk, geekery.app

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)
- Software Development

Product Owner

- Developed the Badge Entertainment System
- Designed several "multiplayer" entertaining activities that attracted more than 100 players online
- Did dozen of custdev interview that gave a lot of vital insights for the project
- Attracted several seyu from Japan for the project promotion
- Designed whole Marketing strategy
- Designed several brand new system of social communications between fans
- Ran several advertising campaigns with bloggers and influencers
- Hired artists, content managers, organized their work
- Invented the System of Automatic Creation of funtech branded content.

September 2015
— May 2018
2 years 9 months

THEFANDOME Project | Social Network for Geeks and Fans of Pop-culture

Novosibirsk, thefandome.com

IT, System Integration, Internet

- Internet Company (Search Engines, Payment Systems, Social Networks, Information and Educational, Entertainment Resources, Website Promotion etc.)

- Software Development

Product Marketing Manager

- Developed 6 mini-games for the social network, released and promoted
- Implemented some kind of gamified economy (sales of coins used to unfold of hidden functions of social network), maintained its balance
- Teamed up 13-17 members: software developers, marketers, managers, writers, artists, sales)
- Built a Production process (custdev, hypotheses validation, prioritization)
- Interviewed more than 50 foreign customers and users
- Prepared and ran several advertising campaigns in the US, Europe and Japan through media networks
- Did several ads integrations with popular Youtube bloggers
- Rised up the projects audience to 80k MAU by viral and organic growth from the US and Latin America, mainly via Pinterest and Facebook

October 2012 —
May 2018
5 years 8 months

IQDEMY | Development of Complex Printing Systems, Inks and Coatings

Novosibirsk, iqdemy.ch

Chief of Marketing and IT Department, Chief of International Sales Department, Commercial Director

Chief of Marketing and IT Department:

- Pushed on the EU market several new products
- Ran more than 10 international exhibitions
- Managed a Re-Branding campaign for the IQDEMY Company
- Built a strong team of marketing specialists, designers, product managers.

Chief of International Sales Department

- Enlarge Sales team to 13 members
- Implemented the Sales Standards: Client's success managing, Performance marketing
- In cooperation with marketers ran several successful advertising campaigns across Europe with a budget of \$100k each.
- Increased incomes by internationals sales from \$10l/mo to \$70k/mo

Commercial Director:

- Improved clients' service by adjusting cooperation between Production, Service and Sales departments.
- Standardized the Price Policy that led to increase of income across all divisions.
- Increased monthly income up to \$300k-\$500k/mo
- Developed and implemented the Assessment Policy
- Implemented rules for planning and managing internal projects.
- Opened dealerships in Germany, Switzerland, China, Russia, Kazakhstan, Belarus, France and other countries.
- Ran more than 20 exhibitions

December 2007
— September
2012
4 years 10 months

SUN Innovations

proprinter.org/

Chemical Production, Fertilizers

- Paint and Varnish Products, Raw Materials (Manufacturing)

Industrial Equipment, Machine Tools and Components

- Equipment and Machines for Consumer Industries (Manufacturing)

Chief of IT Department, Marketing Manager

- Maintenance of IT infrastructure of the production company with 200+ employees.
- Managing of a service team of 5 members.
- Exploring market, the company's and competitors' products
- Helping in advertising campaigns running

Education

Bachelor

2013 **Siberian Institute of Public Service**
Management, IT in Management

Professional development, courses

2022 **Swiftbook**
Swiftbook, Разработчик iOS

Key skills

Languages Russian — Native
English — C1 — Advanced

Skills **Start-up project** **Project management** **Team management**
Product Management

Driving experience

Own car
Driver's license category B

Further information

Recommendations
F herself
Alexey Grigoryev (Co-Founder, CLO)

IQDEMY RUS
Segrey Tyrov (Director)

Argentera Medicals
Elena Valter (Director)

About me I believe that the product team and sales should be concentrated in one hand. This allows me to respond quickly to customer requirements, as well as maximize the result on revenue and time-to-market production.

When working on a project, I first of all focus on revenue and optimization of the business model. I also do not forget to calculate development trends and plan the product architecture to allow for quick functionality extensions or dramatic turnaround. I pay special attention to custdev: I work both myself and can teach my team the right approaches.

I select the team based on professionalism, expertise and teamwork of the specialists. It is also important for me to see the adequate perception of fair criticism and a broad vision of the product. I am not afraid to work with my hands when it is necessary. I can speak the same language with programmers, devops, designers, sales managers, etc. I write TOR (and teach to do so as well), which is understandable for developers, iterations and correct connections. Able to work with design-software (Figma, Adobe, 3D, SolidWorks), analytical systems (Bi, Metabase, SQL, etc.). I know the architectural peculiarities of working with AWS and email systems,

Can lead both software and hardware projects. I adapt quickly to the team and workflow. Always follow the real goals of the company and its beneficiaries. I am familiar with features of the venture investment, startup development methodologies in Russia and abroad. Strong startup

experience: I am able to work in small teams under heavy workloads and unpredictable results.

I have connections with companies in Switzerland, China, UAE and other countries, which can help me to test business models without extra costs. There are also proven people to assemble the sales and marketing team.

****Besides what's on my resume I have:****

- Conducted an ICO in 2017m for a manufacturing company
- Led a bioprinting project, studying human tissue regeneration
- Studying swift programming for iOS, wrote my first app
- Fan of pop culture: love to study current trends in the development of video games, entertainment systems, products and brands.
- I like TV series, collecting LEGOs, discussing fan theories
- I am into sailing, racing.

More about me at <https://eddie-mirchev.ru>