

Kirill Sofronov Product Management, Growth, Entrepreneurship

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SUMMARY

Product manager with 15 years of experience building and scaling B2C and B2B products across adtech, fintech, marketplaces, and ecommerce at startups and large organizations.

Independently, I build my own products and explore AI with a bias toward learning by doing.

WORK EXPERIENCE

Career break - Product Builder - Remote

2026-present

- [Keepsake](#) - an AI-powered family storytelling and memory app with speech-to-text transcription and smart book layouts using Groq inference and AssemblyAI. Secured **\$10k grant and 100+ pre-launch registrations** via product-market-fit validation sprint.
- [AI Work Index](#) - job displacement [research](#) based on occupation and labor market data
- [Pictogram](#) - a self-compounding brand identity API for developers and agents
- [Growthrat](#) - a developer advocacy agent that runs content experiments

Delivery Hero - Principal Product Manager - Singapore

2022-2026

- Shipped 0-to-1 API gateway infrastructure product, orchestrating incentive data across 21 markets in Europe and APAC, driving platform profitability
- Led cross-functional strategy and roadmap execution (2 PMs, 4 engineering teams)
- Centralized architecture for the domain that resolved UX inconsistencies in 21 countries, affecting +50 million users and **saving 50 hours/month in engineering capacity**
- Launched a high-value actions initiative to lift acquisition, retention, and subscription metrics, which is on track to generate **\$100m/year in incremental GMV**
- Built a new incentive component that produced **\$16.5m in GMV uplift**

Standard Chartered, Ventures - Product Manager, Growth - Singapore

2020-2022

- Grew a consumer-facing mobile app to **100k MAU in 12 months** via 3rd party integrations, SDKs, partnerships & cross-sell channels

Antler - Entrepreneur in Residence - Singapore

2019-2020

- Validated market assumptions for ML deployment optimization tool through 50+ customer interviews and prototype testing, ultimately disproving the hypothesis.

Carousell - Entrepreneur in Residence - Singapore

2018-2019

- Built MVP for decentralized identity platform targeting fraud prevention, securing 30+ data partnerships to validate product-market fit and establish distribution channels.

Remerge - Director, Business Development - Berlin

2015–2018

- Delivered over **\$50m in advertising budgets**. Closed strategic accounts while working closely with cross-functional teams and leadership

IONIQ Group - Business Development Manager - Berlin

2012–2015

- Acquired and managed a \$1m+ sales pipeline. Worked with game publishers, advertising networks, entertainment and media outlets, and TV stations

EnerCap Capital Partners - Analyst, Private Equity - Prague

2010–2012

- Supported partners in raising **\$450m+** debt financing for renewable energy projects that provided electricity to **200,000 households** and **saved 130,000 tonnes of CO2** p.a.

TECH

Product management: Product lifecycle, feature definition, cross-functional collaboration, competitive analysis, agile, product strategy

Collaboration tools: Microsoft Teams, Slack, Jira, Confluence, Notion, Linear

Analytics, A/B testing, growth: Google Analytics, Amplitude, Posthog, AppsFlyer, Adjust

Design: Figma, Procreate, Webflow, Framer

Technical foundations: JavaScript, TypeScript, HTML, CSS, SQL, SQLite, PostgreSQL, Svelte

Marketing, ads & monetization: SEO, ASO, Meta Ads, Google Ads, Reddit, Apple Search Ads

EDUCATION

TryHackMe 2026 - present

Cybersecurity

UltraSpeaking 2025

L1 Foundations

Reforge 2023

Mastering product management

Experimentation & testing

Finding product-market-fit

LaunchSchool 2023 - present

Software engineering

Jan Amos Komensky University 2007–2010

Bachelor's degree in comms, media studies