

Maksim Finageev

Product Manager

Based in Vietnam | Open to relocation in the UK and Europe | Visa sponsorship required
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PROFESSIONAL SUMMARY

Product Manager with 5+ years across AdTech and service operations, owning products from discovery and roadmap decisions through launch and iteration. Strongest in complex customer journeys where product, data and operations meet. Recent work includes an interactive ad format that reached 0.67% CTR and a reporting product that cut weekly preparation from 3-4 hours to 15-30 minutes.

CORE EXPERTISE

Product strategy and roadmaps | Product discovery | Customer research | 0-to-1 product development | MVP definition | Prioritisation | Cross-functional delivery | Stakeholder alignment | Service and workflow design | Process automation | Go-to-market | Unit economics | Campaign performance metrics | AdTech | AI-assisted internal products

PROFESSIONAL EXPERIENCE

VK | Product Manager, AdTech

Mar 2023 - Present

Remote

Own product strategy, roadmap and delivery for a large-scale digital advertising platform, working with business, design, analytics and engineering.

- Raised CTR on a high-traffic placement to 0.67% from a 0.2-0.3% baseline during a two-month campaign with approximately 2 million monthly impressions by leading research, requirements, launch and cross-browser optimisation of a new interactive format.
- Cut weekly campaign reporting from 3-4 hours to 15-30 minutes and secured department-wide adoption by initiating the product, interviewing managers and owning the workflow, MVP, priorities and roadmap with one developer.
- Established release validation against 100 human-verified reports and quarterly discrepancy reviews; the latest retained four-month window found calculation discrepancies in approximately 1% of reports.
- Increased advertising-spend data freshness from twice a day to every five minutes after a five-month delivery cycle by setting the target and aligning product leadership and engineering on replacing a legacy update path.

Consumer Events Marketplace | Product and Business Development Lead

Jan 2021 - Feb 2023

Nationwide, Russia

Built a nationwide events business from zero and owned product strategy, market research, go-to-market, operations and team development.

- Doubled revenue in 2021 and again in 2022 while scaling the business from zero to more than 300 events a year by reshaping the offer, building repeatable acquisition and delivery processes, and developing a five-person core team and 20+ host network.
- Reduced average delivery cost per event by 25% and manager coordination from 1-2 hours to 15-20 minutes by leading a one-month MVP for structured booking-to-host routing and notifications.
- Routed approximately 99% of eligible orders through the new assignment workflow and shortened host response times from 15 minutes-2 hours to 1-20 minutes by broadcasting offers through the hosts' existing Telegram interface.
- Validated the rollout through structured interviews with 80 managers and hosts over three months; 78% rated the overall experience 8/10 or higher, with feedback covering usability, strongest features and improvements.

EDUCATION

B.Sc. in Mathematics and Computer Science

2019 - 2023

State University of Management

CERTIFICATIONS

Product Management Professional Certificate

2021

Yandex Practicum