

Vova Ermolaev

Chief Product Officer | 12 Years of Product Development | Ex-Software Engineer

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PROFESSIONAL SUMMARY

12 years of experience in product development. Launched products from 0 to 1, generated millions in revenue, achieved product-market fit. Experience spans fintech, mobility, knowledge management, and AI automation. Love creating UX-friendly, technically robust products in the physical world.

KEY ACHIEVEMENTS

\$2.3M

Gross Profit for
Yandex Drive

\$5.8M

EBITDA for Yandex + Yango
e-Scooters

3 startups

launched 0 → 1
as hired PM

3x founder

Partn.ai,
Feedle.ai, Inkers

PROFESSIONAL EXPERIENCE

Chief Product Officer

2024 – Present

Yandex Drive

- Set product strategy + research-led quarterly prioritization & OKRs → MAU growth >20% (exceeded cars growth), user retention ATH + team's turnover 0% with 28% promotions (+22% vs avg)
- Lifted market share +10 pp by tightly managing product, marketing, operations and performance teams
- Launched risk-priced insurance → +231% gross profit in 6 months
- First time in industry: sold tariff naming as branding to Winline & launched native BNPL
- Achieved stronger retention by rolling out a Superapp Mode unifying sharing, rental, and subscription

Franchise Director

2023 – 2024

Yandex e-Scooters (CIS)

- Built franchise from scratch: developed strategy → launched 16 000 e-Scooters in 12 cities across 4 countries → generated >\$10M GMV first year
- Launched tax optimization → \$2M annual OPEX savings
- Franchisee 2 year retention rate 88%

Head of Product

2022 – 2023

Yango Wind (Israel) – Yandex e-Scooters in Tel Aviv

- Stabilized the business after M&A and regained share – from 29% to 38%
- +\$3.8m net impact by optimizing opex and new UX – executed a legacy-to-Yango tech migration and designed brand new Yango Wind app
- Secured +12% GMV uplift by launching new minute packages and updated zero-unlock passes

Senior Product Manager

2019 – 2022

Anytype (Worldwide) – offline-first knowledge-graph app

- Lead 14-person team & community of 3,000+ users who contributed 1,500 bug reports and feature requests
- Achieved product-market fit → helped to secure \$13.4M investment from Balderton Capital
- Reached 2nd place in Product Hunt Product of the Month

Product Manager

2019

Ozon.Invest – crowdlending platform

- Built whole platform from scratch
- Delivered \$5M to lenders, 10.5% returns to investors, covered development costs with 2% fee

Product Owner

2018

Alfa-Bank

- Developed new UX for daily banking app serving 2M users
- Propelled app from 8th to 1st place in Marksw Webb Mobile Banking Rank

Software Developer

2013 – 2017

Alfa-Bank

- Developed mobile banking app using Java and Kotlin, writing logic on microservices architecture

ENTREPRENEURIAL EXPERIENCE

Founder

2025 – Present

Partn.ai

- Built low-code AI automation studio – got 130k LinkedIn impressions → paid consultations sold
- My AI PM-Copilot cut PRD cycle 360 min → 30 min

Founder

2024

Feedle.ai

- Built recommendation feed SaaS
- Learned market validation importance after zero sales

Co-founder

2014 – 2016

Inkers

- Bootstrapped 700 units @ 30% margin in fashion industry
- Gained experience in brand craft & operations

EDUCATION

BSc in Computer and Information Systems

2008 – 2014

Bauman Moscow State Technical University

ADDITIONAL INFO

Recommendation Letters

Available to download at erm01aev.com

Core Skills

Product Strategy, 0-to-1 Product Development, Product-Market Fit, Revenue Growth, UX, AI/ML Integration, Analytics, Leadership, Agile/Scrum

Business Domain Knowledge

SaaS, Mobility, Fintech, Web3, Crypto

Languages

English fluent, Russian native

Favorite Books

Thinking in Systems (Donella Meadows), The Effective Executive (Peter Drucker), The Startup Owner's Manual (Steve Blank), Good Strategy Bad Strategy (Richard Rumelt), Zero to One (Peter Thiel)

CASE STUDIES

I document my product development process through detailed case studies – successes and failures from Partn.ai, Yandex Drive, Feedle.ai, Yandex Scooters, Anytype, and Alfa-Bank.

Read them at: erm01aev.com