

Olga Alexeeva

Senior Product & Project Manager (PdM/PjM) · Technical Product & Delivery Leader

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SUMMARY

Senior product and project manager with 15+ years leading product and engineering teams, C-level and co-founding experience, and a field CTO attitude. Worked at both ends of the scale: complex products with millions of users (Bookmate, 13M users, CPO → Managing Director) and building from zero as a startup co-founder (written.app, 30k+ users since open beta). Technical enough to evaluate architecture and make sound calls on AI and complex systems; commercial enough to drive pricing, go-to-market and C-level stakeholder portfolios. Multi-national teams across 10+ countries and 9+ time zones, in the office and fully remote.

Education: MSc in Information Technology (cybernetics, digital signal processing for medical equipment) — MEPhI, 2016; Specialist Degree, Automated Management Systems — RSUH, 2009

Programs: Certified Agile Professional (ICAgile) · altMBA (Akimbo)

Product types: SaaS · Two-sided marketplaces · Platforms & APIs · AI & ML · Data & analytics

Platforms: Web · Desktop · iOS · Android · Smart TV · Smart speakers · IoT devices · Internal tools · APIs & integrations

Domains: Subscriptions · Retail & logistics · Healthcare IT · Publishing & media · Telecom

Models: B2C · B2B

Languages: English C2 · French C1 · Japanese N3 (N2 in progress) · Italian B1 · Spanish B1

EXPERIENCE

written.app — Co-founder, Product · Feb 2024 – Present | Remote

Co-founding and leading product for Written, a direct-to-reader publishing platform for authors to easily monetize any writing and earn up to 90% on each sale. The platform is designed to maximize earnings for writers and creators who publish direct to their audience. Written features a fast, free self-publishing process, instant payouts, limited edition ebooks, and wide genre support, with print-on-demand coming soon. Started from zero, open beta mid-2025, currently 30k+ users, 18k+ authors, 4.5k+ published books.

- Shipped the open beta MVP (2025): editions system (limited and unlimited), secondary resale market with 20% author royalty on reader-to-reader resales, 90% direct sale royalties, iOS and Android reading apps, author profiles and social feed, basic onboarding flows
- Lead a cross-functional team of 20+ (backend, frontend, iOS, Android, analytics, QA, DevOps, support) and align the roadmap with 10–12 business stakeholders
- Prioritise the roadmap with author interviews, product data, expected author growth and market-expansion impact (e.g. adding payment methods for specific markets)
- Grew author sign-ups from ~10 to 1,000–2,000 per month together with the marketing team, including a redesign of author registration that removed friction from the first step
- Lead technical partnerships and integrations: payments (Stripe, Coinflow), wallets and sign-in (Turnkey), AI book covers and multi-voice audiobooks (ElevenLabs), with more in progress
- Built two AI agents: one automates cold outreach for marketing (author search, personalised emails, sending); the other reviews contest manuscripts for quality, integrity and story value, making our author contests faster to run and a bigger source of new authors
- Operations: own the tech budget, contribute to P&L, audit and tax-credit preparation, and run hiring and onboarding for the tech team

Bookmate — Chief Product Officer → Managing Director · Jan 2022 – Feb 2024 | Remote

Bookmate is a subscription reading platform with 13M+ users and 20k+ publisher partners, operating across LatAm, Northern Europe, and the Balkans.

Started as CPO; expanded to Managing Director mid-2023, owning product, engineering, QA, and analytics (~70% of company operations) with direct management of 13 people across product, data/ML, marketing communications, and SEO, and partial P&L accountability. Reported directly to the CEO; C-level stakeholder portfolio of 9 across technology, data, finance, marketing, partnerships, and three regional markets.

- Shipped ML-enhanced recommendation system: reading retention raised to ~80%
- Deployed hypothesis-tested churn algorithm: attrition reduced by 5% across all markets
- Ran pricing experiments and engagement campaigns: conversion and engagement up ~4%
- Introduced customer achievements program: active user base grew 10% across all markets
- Implemented project management improvements: key project shipping time reduced by 30%

Freelance — Product Consultant · Aug 2019 – Feb 2022 | Remote

A deliberate consulting phase between full-time roles. Main engagement: returned to winPharma (former employer) as a trusted consultant to help launch winAutopilot, an automated pharmacy ordering tool for French-speaking markets. The product saves pharmacists up to 8 hours per week and ~€7,000 in treasury per pharmacy. Managed alpha-testing programs, conducted extensive user interviews, and ran the full feedback loop from early adopters through stable release.

Also delivered: designed, prototyped, and launched a web-based workforce optimisation tracker from zero to deployment in 2 months.

Lamoda — Product Development Lead · May 2018 – Aug 2019

Lamoda is a major fashion e-commerce platform, then part of Global Fashion Group with 4–5M active customers across CIS.

Brought in to establish a product function for logistics and delivery IT that did not yet exist. Logistics IT had been run as a project backlog: no product ownership, no prioritisation, no clear rationale behind what was being built. Built the function from scratch, defined the vision for what the supply chain actually needed, hired and led a team of 4 PMs, and established roadmap processes across last-mile delivery apps, warehouse management systems, supply chain tooling, and delivery partner integrations, with ~20 C-level and senior stakeholders.

- Integrated external delivery partner network through product-led tooling: drove a ~\$47K monthly revenue increase
- Managed product development for major international brand logistics integrations, including Inditex and Calzedonia
- Delivered Datamatrix code scanning integration across all customer delivery touchpoints (pick-up points and door-to-door), enabling item-level authenticity verification at the point of handoff
- Acted as primary integration architect for logistics IT: designed cross-system data flows and pipelines feeding into Oracle BI, enabling reporting across the full supply chain
- Co-built a senior leadership reporting system with the business information department, consolidating all internal systems into a customisable dashboard with ML-driven forecasting, anomaly detection, and OKR metrics tracking

Home Credit Bank — Senior Product Manager · Dec 2017 – May 2018 | Remote

Conversion optimisation and digital product redesign: product pages, conversion flows and interactive financial calculators. The website became the company's top-performing sales channel: ~5,000 daily visits within days of launch, 2–5% conversion.

Netcracker — Technical Manager · Dec 2016 – Nov 2017 | Remote

Netcracker (a NEC subsidiary) is a global telecom software and services company. Managed delivery and technical support across an international enterprise client portfolio: Telecom Austria, Telefonica Global Solutions, Telecom Italia, Orange IPON, GVA Canal+.

- Took over a delayed multi-year delivery and got it back on track
- Defined product vision and roadmaps for key stakeholders; planned pre-sale LOE estimates, risk assessments, and delivery plans

winPharma — System Analyst → Product Manager · Nov 2008 – Dec 2016

winPharma is a French software company serving the pharmacy industry. Joined as a System Analyst in 2008: gathering requirements, working directly with pharmacist users, and translating user problems for development teams. Grew into full product ownership, with a web development team I hired and built for the platform relaunch. All work conducted in French across a B2B SaaS environment.

- Re-launched winpharmacie.com on a new tech stack: SPA-based B2B solution enabling pharmacists to manage patient contact and prepare orders 50% faster
- Re-launched winTeam: a web-based corporate social network for pharmacy staff enabling group ordering and internal communication
- Grew product sales by ~5% through user community building and data-driven product experiments

SKILLS

Strategy & discovery: product strategy, product vision, roadmaps, market and competitor research, customer research, JTBD, continuous discovery, go-to-market and product marketing

Delivery: 0-to-1 product launches, technical program management, Agile / Scrum, prioritisation frameworks (RICE, MoSCoW, Kano, WSJF), risk management, launches and rollouts, technical writing (PRDs, specs), scope and capacity planning, vendor and contractor management

Données & analyse: SQL, pandas, NumPy, Matplotlib, scikit-learn, data pipelines, data infrastructure, North Star and AARRR metrics, A/B experiment design, data visualisation

Technical: system design, REST APIs, Git, Python, AI agents and MCP, interactive prototypes, QA and test planning, databases (SQL and NoSQL)

Business & finance: P&L, unit economics, LTV / CAC, pricing, revenue scaling, board-level reporting, tech budget and cost management

People & teams: distributed teams, cross-cultural communication, stakeholder management, negotiation, conflict resolution, hiring and mentoring, onboarding, workshop facilitation, public speaking

Tools: Jira, Confluence, Notion, Coda, Linear, Asana, GitBook, Obsidian, Figma, FigJam, Miro, Framer, Webflow, Amplitude, Mixpanel, PostHog, GA4, Tableau, Looker, Metabase, Oracle BI, Excel (advanced), Jupyter, PostgreSQL, BigQuery, Firebase, Optimizely, Maze, Dovetail, Typeform, Mailchimp, Qase, Postman, Fiddler, AWS, Claude Code, Cursor