



# Roman Mironichev

PRODUCT & MARKETING  
OPERATIONS

Product Operations · Growth · FinTech

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Remote · Europe

## Executive Profile

15+ years in digital business and 8+ years building and scaling technology products. Operates at the intersection of Product, Marketing, Growth, Operations and Technology - from startup fundraising and hypergrowth to enterprise transformation and high-load payments.

Master's: Corporate Economics, Technological Entrepreneurship & Innovation - ITMO University

Computer Engineering: Mathematical Programming - Penza State University

## Selected Impact

- 100M+ transactions/day · 40 regions
- \$5M · \$3M+ · \$2.4M raised
- 30K → 300K users · 10× MAU
- \$2M+ daily volume · RUB 950M impact
- 200+ websites · 100+ SEO projects

## Stack & Credentials

Operations: Product Operations, Marketing Operations, Portfolio Management, Product Delivery

Growth: Go-to-Market, Acquisition, Retention, Performance Marketing, SEO, CRM

Product: Strategy, Analytics, P&L, roadmap, backlog, MVP, Customer Development, AI / LLM

Credentials: SAFe Portfolio & Program Management; ICAgile Delivery at Scale; TRIZ Level 1

Languages: Russian - Native; English - B2

## Experience

### THAT'S GONNA HELP

Product / Growth & Performance Consultant · 2025 - Present · Remote

- Build Product, Growth and Performance systems for digital and AI / LLM products.
- Structure roadmaps, Go-to-Market, analytics and cross-functional execution.

### SBER / AO RASCHETNYE RESHENIYA

Project Lead - Transportation Payment Processing · 2024 - 2025

- IT company building software, cashless payment infrastructure and digital systems for transport, utilities and social services; RUB 2B+ revenue in 2025.
- Led Product and Technology Operations for 100M+ transactions/day across 40 regions.
- Coordinated a 40+ core team; delivered 14 major production releases and 8 product features.

### REDRIFT

Head of PMO / Product Delivery · 2021 - 2023 · US-based AI & digital product studio

- Clients included SpaceX, Vast, Vulcan Forged and Aether Games.
- Led Portfolio Operations for 10+ products, 10+ Project/Product Managers and a 150+ product organization.
- Built prioritization, roadmaps, resource and dependency management; launched major products in 8-10 months.

### INTERNATIONAL FINTECH PROJECT

Head of Product Projects · 2020 - 2021

- International FinTech platform that raised \$2.4M and processed \$2M+ daily transaction volume.
- Scaled registered users 30K → 300K and MAU 1K → 10K (10×); organic traffic grew 4× in 8 months.
- Shipped 3 releases, 400+ screens, 70 user scenarios and 2,000+ test cases; rating 4.6 with 500+ reviews.

### SAMOLET

Digital Transformation Project Lead · 2019 - 2020

- Russia's largest company by residential construction volume.
- Connected initiatives across 10 departments and 500 users to P&L; and business cases.
- Delivered +9% traffic efficiency, -15% advertising cost per transaction and 2-10% department efficiency; RUB 950M impact in 2019 and RUB 1.5B projected in 2020.

### DIGITAL FINANCE PROJECT

Product + PMO + Operations · 2018 - 2019

- International digital finance startup that raised \$1.7M in its first investment round and \$3M+ in total funding.
- Supported an international launch across Product, Engineering, Marketing, Design, PR and Operations.
- Owned strategy, roadmap, MVP and the Acquisition, Engagement, Monetization and Retention operating model.

### SIMDAQ

Product Manager · 2018 · International FinTech startup

- FinTech startup that attracted \$5M in investment; built MVP, Customer Development, roadmap and gamification.
- Led a 15+ specialist cross-functional team and delivered 30+ product screens for international launch.

### DIGITAL MARKETING / WEB / MOBILE

Product, Growth & Marketing Operations foundation · 2006 - 2018

- Delivered 200+ websites, 10 mobile applications and 100+ SEO projects across B2B and B2C.