Ruslan Kuzminov

Co-founder Product.Vision · Co-founder The Value Engineering · CEO Assessty
Expert in user research, behavioral analytics, and product management

About

- 18+ years of experience as CEO, CPO in IT, telecom, media, EduTech, HR-Tech
- Conducted 3,500+ in-depth interviews as a moderator and 25,000+ as an analyst
- Launched 7 commercially successful startups with revenue from 50M to 300M RUB/year
- Built product and service development divisions from scratch, successfully implementing product discovery practices
- Led the Research Lab "Psychometric Research, Competency Assessment & Development" at the Institute of Advanced Educational Technologies, KFU
- Brought products to market: USA, Latvia, UK, Hong Kong
- Author and instructor of "Creating Innovative IT Products" course at MSU Faculty of Computational Mathematics and Cybernetics
- Author of the Lean Product Management program and PJF framework
- Co-author of 3 scientific publications on personal competency development
- Worked as a tracker with 2,000+ startups and dozens of corporations (KROK, Avito, Yandex, Gazprom, VK, Sberbank, VTB, MTS, Megafon, Rostelecom, Magnit, ASI, etc.)
- Tracker #1 in Russia — Winner of "Tracker of the Year 2018" by Right Track

Specialization

Research: Behavioral analytics, nudging, in-depth interviews, psychometrics
Product: Discovery, product creation, value work, monetization
Transformations: Business model redesign, product transformation
Methodologies: Lean Product Management, PJF framework, Jobs-to-be-Done

Case Results

- Revenue +2 billion RUB
- Average check ×250
- Startup acquisition by market leader

Current Roles

Product.Vision — Co-founder

Product transformations and product thinking development in corporations

The Value Engineering — Co-founder

Value engineering school: training and developing entrepreneurs, product managers, and business trackers

Assessty — CEO

Competency assessment and development platform based on behavioral analytics