

Sergey Parashenko

Managing Partner · Product Transformation · AI Management Systems

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Executive Summary

Senior executive with 12+ years of product management experience and large-scale product transformation in fintech and telecom ecosystems. Built a portfolio of 7 AI products from scratch to first sales and pilots within 3 months. Established a product operating model across an organization of 70,000+ employees. Reduced TTM by 5x and accelerated launch of new initiatives by 6x.

Key Achievements

Financial Impact

- Portfolio revenue growth: +200% over 3 years
- Doubled revenue growth speed in new products: from 400M to 800M RUB in 4 months (vs 8 months baseline)
- Reduced operational costs by 40% through process automation
- Cut CAPEX by 16% by accelerating product hypothesis validation

Transformation Scale

- Transformed product processes across 10,000+ employees
 - Optimized product portfolio from 300 to 250 products
 - Reduced Time-to-Market from 15 to 3 months
 - Implemented product-operating model for 43 product streams
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Experience

Product Vision — Managing Partner, AI & Management Systems

2022 — Present

- Implementing AI agents and product management systems in corporations
 - Developing and launching AI product portfolio for B2B clients
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MTS Bank — Head of Product Portfolio Development / Product Transformation Lead

May 2024 — September 2025 · Moscow

- Transformed the bank's operating model into a product structure
- Established the bank's product model and organizational structure
- Reduced unresolved dependencies between products by 30%
- Implemented goal-setting process linked to product metrics

MTS, MTS Digital — Director of Product Management Development

August 2018 — October 2022 · Moscow

- Led product transformation of MTS ecosystem's Non-telco businesses
- Migrated external products to product model (43 product streams)
- Accelerated new initiative validation by 6x through simplified MVP launch process
- Developed and implemented Discovery framework for Enterprise
- Trained and certified 1,500+ product managers and CPOs

Consulting — Sber, GPB, BCS, Rostelecom, Grinatom, Mail.ru, VkusVill, HKB

2017 — Present

Yandex Verticals — Product Manager

2017 — 2018 · Moscow

IIDF — Accelerator Tracker

2015 — 2018 · Moscow

Early Career

- Yandex: launched new products, grew to 600K MAU in 3 months, saved 700M RUB in marketing budget
 - GetNewCar: Co-founder & CPO, raised Pre-Seed and Seed investment rounds. Successfully sold stake to Avito (2018)
 - Pre-2014: entrepreneurship in e-commerce
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Speaking & Publications

- ProductSense 2025 — Personalization of customer communication using AI models
 - ProductSense 2023 — "Top management expectations vs. real product work" — Best Talk Award
 - ProductSense 2022 — "Without Soft skills, Hard skills won't help" — Top 5 Talks
 - Harvard Business Review (12.2021) — "Product Approach in a Corporation"
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Education

2009 — 2013: RANEPA (Presidential Academy), Faculty of Economics, Business Informatics

2014 — 2018: Plekhanov Russian University of Economics, Finance & Banking

Executive Edu: Skolkovo: MOOVE & CDTO programs; MSU: Business Leaders Academy