
Aleksandr Lazarev

Product manager

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SKILLS

Creative project leader with an entrepreneurial mindset. Focused on fast results and experienced in taking tasks from concept to award-winning achievements. Ultimate communicator and problem-solver.

EXPERIENCE

MoveUp – *Product manager (b2c, mobile, AI)*

Jun 2023 – Present

MoveUp is a Top-rated AI-powered habit tracker with social networking features.

- As part of a team of 6 people, we created from scratch a completely new app, which took the top place in the App Store on the third day after the initial release.
- I am responsible for Product vision, team management, market analysis and user acquisition

Immigram – *Senior Product manager (LegalTech, b2c, SaaS, AI)*

Oct 2022 – Jun 2023

Immigram is an AI-based service helping talented IT specialists to get a Global Talent Visa

- Launched the MVP in just 2 weeks
- Reduced average application processing time by 70% using AI.
- "Product of the Day" award on Product Hunt.

Pitcha – *Chief Product Officer, co-founder (b2b)*

Mar 2020 – Oct 2022

Pitcha is an award-winning solution for online and hybrid events

- Identified a narrow niche to enter the market during the pandemic
- Launched the MVP in 2 months
- Made the product recognizable among the top management of large enterprises
- Built the product worthy of cooperating with Formula 1, Rostelecom, x5retail, Tinkoff bank, well-known influencers etc.

Kiwibudka – *Project manager (Software development)*

May 2015 – Jan 2020

Development of special software for hardware

- Led the launch of 12 innovative products and services
- Helped to cultivate a passionate team, turning them into brand fans.
- Managed the AI integration into the company's software, setting us leagues ahead of competitors in the market.

Red Bull Russia – *Marketing project manager (retail)*

May 2012 – Jan 2016

Regional office of an energy drink producer

- Worked on the implementation of marketing campaigns in the region
- Organized dozens of marketing and promotional events
- Worked on increasing brand representation in retail