

# Kirill Sofronov

[kirill.sofronov@gmail.com](mailto:kirill.sofronov@gmail.com)

[www.KirillSo.com](http://www.KirillSo.com)

+6587670507

Singapore (PR)

Too busy to read through the resume? [You can chat with it instead](#)

**Prompt:** "How does Kirill stand out based on [PASTE REQUIREMENTS]?"

## SUMMARY

I am a hands-on product manager with 14 years of experience in B2C & B2B, from seed-stage startups to post-IPO organizations in adtech, fintech, marketplaces, private equity, & renewable energy. In my free time, I [build products](#), always learning & cultivating a beginner's mind.

## WORK EXPERIENCE

**Career break** 2025–now

Maker, writer, traveler

- Working on 2 projects with Claude Code & Codex CLI agents.
  - Keepsake - an easy way to preserve family memories. Accepted to an iterative validation sprint with **\$10k grant and collected 100 beta sign-ups pre-launch**. Utilising LLMs for transcoding and transcription of video and audio for cleanup and story rewrites from 2nd and 3rd person narrative.
  - CitizenTrail - a one stop shop for immigration data. Orchestrating scraping pipelines with LLMs for data extraction, strict schema normalization and standardization of discrepancies from public government sources.

**Delivery Hero** 2022–2025

Principal Product Manager (M2 / IC5)

- Shipped a 0 to 1 API gateway infrastructure product that orchestrates incentive-related data and drives platform profitability across **21 markets in Europe and APAC**.
- Shaped and executed a product roadmap for **2 teams of 20 engineers**
- Centralized architecture for the domain that resolved UX inconsistencies in 21 countries, affecting **+50 million** users and saving **50 hours/month** in engineering capacity.
- Launched a high-value actions initiative to lift acquisition, reactivation, and subscription metrics, which is on track to generate **\$100m/year** in incremental GMV.
- Built a new incentive component that produced **\$16.5m in GMV** uplift

**Standard Chartered, Ventures** 2020–2022

Product Manager, Growth

- Grew a consumer-facing mobile app to **100k MAU in 12 months** via 3rd party integrations, SDKs, partnerships & cross-sell channels.

**Antler** 2019–2020

Entrepreneur

- Took part in a venture studio program and disproved the hypothesis that aimed to improve the efficacy of deploying machine learning models in production.

**Carousell** 2018–2019

Product & Venture Lead

- Collaborated with founders on a decentralized identity platform aimed at fraud prevention. Built the MVP, secured **30+ data partnerships**,

**Remerge** 2015–2018

Director, Business Development

- Delivered over **\$50m in advertising budgets**. Closed strategic accounts while working closely with cross-functional teams and leadership.

**IONIQ Group** 2012–2015

Business Development Manager

- Acquired and managed a **sales pipeline of \$1m+**. Worked with game publishers, advertising networks, entertainment and media outlets, and TV stations.

**EnerCap Capital Partners** 2010–2012

Analyst, Private Equity

- Supported partners in raising **\$450m+** debt financing for renewable energy projects that provided electricity to **200,000 households** and **saved 130,000 tonnes of CO2 p.a.**

**TECH**

**Fundamentals:** HTML, CSS, JavaScript, TypeScript, SQL  
**Frameworks:** Svelte, SvelteKit  
**Databases:** PostgreSQL

**Design:** Figma, Procreate, Webflow, Framer  
**Analytics:** Google Analytics, Adjust, AppsFlyer  
**Other:** Facebook, Google, Apple Search ads, SEO, ASO

**PROJECTS**

- [Keepsake](#) - preserve your family memories (Svelte, SvelteKit, Neon, Cloudflare, Print API)
- [SchwiftyVerse](#) - save GIFs on a blockchain, built with React & Solana
- [Panic theme](#) - make Logseq pretty, built with CSS
- [The Early Adopter](#) - discover digital products

**EDUCATION**

**Jan Amos Komensky University** 2007–2010

Bachelor’s degree in comms, media studies

**Other**

<p><b>Reforge</b>  Mastering product management  Experimentation &amp; testing  Finding product-market-fit</p>	<p><b>Launch School</b>  Software Engineering</p>	<p><b>TryHackMe</b>  Cybersecurity</p>	<p><b>Ultraspeaking</b>  Public speaking</p>
--	---	--	--