Pavel Rebrov • Technical Consultant & Product Manager

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Nice to meet you, I am...

Strategic technical consultant for global brands, enterprises, and startups.

Customer-facing and consumer centric digital technologist with global exposure, engineering and entrepreneurial background. Over 18 years of work experience in Product Management, Pre-Sales and Customer Success in Marketing, Communications and Video tech.

Looking for a challenging mid- or senior-level role in product management, technical pre-sales or technical consultancy in established organisation.

Relevant Experience

Twilio • *August 2017 — now* • *Singapore*

Solutions Architect, Enterprise & Mega Accounts

Technical pre-sales and solutions design for a leading Communications Platform as a Service, covering all of APAC.

- Presentations, Product and Live Coding Demos.
- Proof of Concept Projects, RFI & RFP responses.
- Customer on-boarding and training.
- Guiding implementations and best practices with multiple 3rd-party platforms and integrators: CMS, CRM, Marketing Automation Platforms, Analytics.
- Liaising between customers and Product Team to drive customer-centric regional roadmap.

Brightcove • *April 2015 — July 2017* • *Singapore*

Technical Consultant

Providing Technical & Business expertise to prospects and customers of a leading professional Online Video Platform. Covering all stages of customer lifecycle in all of Asia except Japan & S. Korea.

- Presentations & Product Demos.
- Media and Enterprise RFI & RFP responses.
- Proof of Concept projects for customised advanced solutions: OTT, Interactive & Shoppable video.
- Customer on-boarding and training, post-sales Customer Success.
- Media Workflow Design & Validation.
- Video Strategy Consulting: monetisation, consumer product roadmaps, agile product management approaches.
- Guiding implementations with multiple 3rd-party platforms and integrators: CMS, CRM, Marketing Automation Platforms, Analytics.
- Driving customised product offerings based on customer demand.
- Generating customer feedback & prioritising feature requests.

Motka • *January 2014 — April 2015* • *Singapore*

UX Business Analyst

Using Product Management expertise to bring customers' raw product ideas to a definitive set of consumer-centric features.

- Defining Business Goals.
- Competitive Research.
- Product Definition & Product Value Proposition.
- Customer Journey analysis and evolution.
- Defining success metrics

Capptain • *October 2012 — December 2013* • *Singapore*

APAC Regional Managing Director

Using in-app analytics Capptain's Mobile Marketing Automation platform enables publishers to create targeted push campaigns. After being acquired by Microsoft, platform was integrated into Azure.

- Go-To-Market Strategy, Business Planning, Budgeting.
- Pre-Sales, Customer Acquisition, Partnership Management.
- Customer Enablement as Technical & Business Consultant.
- Customer Success Management.

NetMind • *March 2006 — August 2012* • *Moscow, Russia*

Product Marketing Director, Co-Founder

NetMind is a pioneer in Social Media Research, first company to introduce Social Media Research as a service in Russia.

100+ customer projects. Direct contracts with Samsung, Citibank, Estee Lauder, Colgate Palmolive, BSGV, Edelman, Ogilvy, BBDO, Hill+Knowlton.

- Defining Product Value Proposition.
- Go-To-Market Strategy, Customer Acquisition.
- Branding & Marketing Messaging.
- Development, customisation and evolution of customer presentations and sales pitch.

Buzzware • *February 2010 — May 2012* • *Moscow, Russia*

Product & Product Marketing Director, Co-Founder

Buzzware is a Social Media Monitoring & Measurements SaaS. It aggregates user discussions on blogs, forums and social networks and provides analytics and reporting tools for Social Media researchers.

- Defining product strategy and market opportunity based on demand research and feedback.
- Go-To-Market & Pricing strategy, Business planning.
- Profit & Loss Analysis, Budgeting.
- Ownership of user stories and product roadmap.
- Ownership of UX development.
- Development project management (in-house + 3rd-party vendors).
- Direct management of a team of 5.

Vidimax • *June 2009 — March 2012* • *Moscow, Russia*

Product Director, Co-Founder, Board Member

Video Content Exchange and OTT Service launched in late 2011 with selected partnering operators across all of Russia and has reached total of 15K+ large-screen subscribers by mid-2012.

- Defining product strategy and market opportunity via market research.
- Developing Value Proposition, Go-to-Market strategy, Business Model Evolution.
- Key member of 10M USD Series A fundraising team, IR management.
- High-level Platform Architecture design.
- Roadmap Management.
- Owning Multi-Screen UX: Content search & discovery, EPG, Social TV.

Cisco Systems • *August 2006 — November 2007* • *Moscow, Russia*
Business Development Manager

As part of Cisco's Emerging Technology group was responsible for Service Provider Video and Digital Signage solutions in Russia and CIS countries.

As a video consultant drove 5M+ USD deals for Cisco's core business across Russian and ex-USSR countries. Ensured smooth integration of local Scientific Atlanta's and Cisco's SP business units.

- Business Planning & Go-To-Market strategy.
- Communicating across Cisco's organisational matrix to execute business plan and deliver feedback for HQ.
- Building local SP Video Sales expertise, technical pre-sales.
- Enabling Channel Sales in collaboration with Channels Team.
- Product Marketing ownership (Media, Events, Marketing collateral), ensuring business impact exceeding available marketing budget.

CTI • *February 2004 — June 2006* • *Moscow, Russia*
Project Manager, Product Manager

Joined the company as a Project Manager, Service Provider Voice (Class 4 and Class 5 soft switches), transitioned into Product Manager & Business Developer in a newly established Service Provider IPTV business unit.

- Solution Development: identifying components and vendor options, modelling integrations, PoC.
- Product management: feature set, roadmap, UX.
- Owning pre-sales, providing support for sales teams.
- Supervising Project Manager for customer deployments. Establishing and growing IPTV Professional Services team.
- Introducing new Strategic Partnerships, developing eco-system of hardware and software vendors and content owners.
- Product Marketing: Public Speaking, Media, Events, Marketing collateral.

Education

National Open Social Institute • *Yoshkar-Ola, Russia*
2009 BSc in Information Systems Security.

Volgograd State University • *Volgograd, Russia*
2001 Associate Degree in Math.

Miscellaneous

- Married, no children.
- Singapore Resident (EP).
- Okay to travel up to 50%.
- Fluent English and Russian.

Skills

Technical Consultancy

- Understanding and translating customers' business needs into technical framework around product offering.
- Problem-based solution development.
- Project delivery coordination.
- Establishing and communicating best practices.
- Confident presentation and communication.
- Sales teamwork.
- Personal integrity and ethics.

Product Management

- Business opportunity evaluation.
- Product lifecycle management.
- Creating use cases and user stories, defining requirements and features, managing product roadmaps.
- Collecting, effectively incorporating and learning from user feedback

Project Management

- Project scoping and prioritisation.
- Defining and meeting deadlines, managing expectations.
- P&L analysis, budgeting.
- Distributed team management.

Product Marketing

- Developing Product Value Proposition.
- Identifying potential markets and user segments.
- Deriving optimal pricing strategies for the market.
- Developing marketing guidelines and end-user materials.

Technologies

- Concepts: CPaaS, Cloud Architecture, SaaS, CDN.
- Protocols: HTTP, DNS, SMTP.
- Software: Linux, iptables, bind, pdns, unbound, Nginx/Apache, FPM, uWSGI, MySQL.
- Basic development skills: HTML, CSS, JavaScript, Python, PHP, R, SQL.