Vladislav Filippov

Product Manager · Technical Background

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Cyprus · relocated from Russia after the sale of Moidex in 2026

SUMMARY

I started Moidex on my own as the only engineer — the first version was a Telegram bot taking car wash orders — and spent four years turning it into a CRM platform used by 2,000+ stations, hiring and leading the team of six that built it. Every release came out of customer interviews and watching how operators actually used the product, and because I wrote the backend myself I could size an integration before it went anywhere near the roadmap. I owned the roadmap and the P&L, negotiated the Yandex partnership most of our order volume ran on, and priced our subscription tier off competitive research. Sold the assets in 2026. Now looking for a Product Manager role where the technical side is an advantage rather than a footnote.

CORE SKILLS

Product: product strategy & roadmap ownership, continuous discovery, customer interviews, user research, competitive analysis, requirements & user stories, backlog prioritization, go-to-market, pricing & monetization, A/B and staged rollouts, Agile/Scrum, sprint planning & retrospectives, stakeholder management, cross-functional leadership

Metrics: KPI definition, conversion, retention, active-user tracking, unit economics, P&L ownership

Engineering: Python, FastAPI, Flask, SQL, MongoDB, Redis, SQS (FIFO & standard), React Native, microservices, Kubernetes, serverless, CI/CD, DevOps

Tools: Jira, Yandex Tracker, Trello, Notion, Miro, Figma, Yandex Metrica & Webvisor, GitHub & GitHub Actions, Grafana, Prometheus, Swagger

Business: B2B partnerships, negotiation, hiring & team leadership, startup legal & finance

Languages: English — B2 (confident with technical English) · Russian — Native

EXPERIENCE

Founder, Product & Engineering Lead — Moidex (B2B SaaS for car wash networks)

Late 2022 – March 2026 · Russia

Product

- Grew the platform from zero to 2,000+ connected stations — 150 in year one, 700+ in year two — with 500–600 active daily and roughly 85% of connected stations retained
- Negotiated and delivered a strategic integrator partnership with Yandex that became the source of roughly 95% of order volume, monetized through per-order commission and giving the business a near-zero customer acquisition cost
- Owned a multi-tenant B2B platform end-to-end: station setup, tariff grids for car wash and tyre-fitting services, a calendar and slot-booking engine, vehicle-category pricing rules, self-service booking links, and role-based access with separate interfaces for owners, managers, and floor staff
- Led the product through four generations: Telegram order bot → Flask server-rendered admin panel → free React CRM → CRM with a paid tier, plus a released React Native mobile app that kept the product reachable for customers through internet and Telegram restrictions in Russia. Planned and executed the migration of the entire client base onto each new generation with no loss of service
- Ran the delivery cycle with a cross-functional team of six: sprint planning, sprint reviews, and retrospectives on a twice-weekly cadence
- Analysed user behaviour through Yandex Metrica, Webvisor session recordings, and custom in-house analytics to find where operators struggled in the interface, and turned those findings into backlog priorities
- Tracked adoption feature by feature: scheduling, slot management, and vehicle-category reassignment drove most usage, while a simplified floor-staff interface we shipped saw little uptake and was deprioritised rather than defended
- Owned the roadmap end-to-end: ran continuous discovery through customer interviews with station owners and B2B stakeholders, turning their feedback into requirements, specs, and a prioritized backlog
- Designed the freemium boundary and pricing: everything needed to accept bookings from B2B partners stayed free, own-order management was capped, and advanced tooling sat behind the paid tier. Set the price from competitive analysis of rival car wash CRMs to position Moidex as the best-value option, then led the go-to-market (Dec 2025), diversifying revenue beyond commission and reaching ~80% trial-to-paid conversion
- Validated features on real traffic before full release through staged rollouts (1:9 canary on a pre-stable environment), making release decisions from live data
- Identified an unmet customer need and shipped a demand-forecasting model built on weather, temperature, humidity, and calendar data, helping stations plan staffing and supplies
- Built the customer support function from nothing: handled tickets personally at first, then introduced duty rotations and answer-quality reviews, and finally a dedicated key account manager role; documented the product in a customer wiki and contextual in-app hints
- Scaled the team from one to six (2 backend, 2 frontend, sales, design): owned hiring end-to-end, onboarded every member, and led day-to-day delivery

Engineering

- Designed and built the backend myself (Python), taking the infrastructure through four stages as load grew: a single VPS → three VPS behind a network load balancer (NLB) → Kubernetes with an application load balancer (ALB) → serverless on Yandex Cloud, ending at 10 microservices kept in a single monorepo
- Reduced infrastructure costs by roughly 70% through the move to serverless while sustaining 99.9% uptime
- Delivered payment integrations with T-Bank and YooKassa: acquiring, holds with commission retention, and recurring subscription billing
- Delivered B2B integrations with OTP Bank and Benzuber, exposing order-creation and partner-balance APIs that let partners place orders directly from their own apps
- Built multi-tenant data isolation on MongoDB as the primary datastore with Redis as an in-memory cache, and used both FIFO and standard SQS queues for asynchronous processing; owned CI/CD (GitHub Actions), monitoring (Grafana, Prometheus), and API documentation (Swagger)

EARLIER PROJECTS

Before Moidex, built two ventures from scratch: an on-demand ordering platform for hookah lounges that ran with five venues, and a speech-synthesis product for selling advertising slots in retail stores — hardware, firmware, and admin panel included. Neither found sustainable demand, and both shaped how I approached Moidex. · 2019–2022

EDUCATION

BSc, Information Systems and Technology — Synergy University · 2022–2024

Software Engineering — MIREA · 2019–2022, transferred to Synergy while building Moidex full-time

Moscow School of Programmers — 3-year full-time programme · C++, C#, Python/Django, computer networks, industrial programming