

Nikolai Pronichev

Product Builder | Senior Product Manager | Digital Products & System Design

Copenhagen | +4531497464 | n.g.pronichev@gmail.com | linkedin.com/in/pronichev/ | pronichev.pm/

PROFILE

Builds products end-to-end, from problem definition to shipped system. Most effective with real ownership, close to engineering and users, in fast feedback loops. Combines product strategy with technical depth: system design, APIs, AI tools.

EXPERIENCE

One.com – Product Manager (Denmark | Feb 2025 - Present)

- Scaled SMB mobile App WAU 1,000 → 17,000; grew stickiness 9% → 22% and daily retention to 40%.
- Launched OneInbox, unified messaging for SMBs, on web and mobile; 750 WAU.
- Shipped Webmail AI: summary and writing assistant; 95% positive feedback, 100 DAU in first market.

Tabby – Sr. Product Manager (UAE | Sep 2023 - Sep 2024)

- End-to-end partner system rebuild: RBAC, 50k+ record migration, marketplace automation.
- Launched PLG self-service onboarding; cut time-to-value by 75% and grew conversion by 10%.

Yango delivery – Technical Product Manager (South Africa | Apr 2022 - Jul 2023)

- Scaled C2C delivery across 5 African markets with a cross-functional team; reached 10k daily orders.
- Built B2B order upload tool independently; adopted across LATAM and later integrated into core product.

Tinkoff – Product Team Lead (Russia | Feb 2017 - Apr 2022)

- Built Cloud CS from scratch; 80% of requests handled remotely, \$250k/month saved.
- Led PM team; shipped card delivery automation and Tinkoff Mobile sales flow.
- Grew B2B SaaS revenue 10%; sunset after diagnosing product-market misfit.

PRODUCT PROJECTS

ForeignReader (2026 - Present)

End-to-end iOS reading app with AI-powered translation; owned product, system design, and backend.

Clerion (2025)

End-to-end AI hiring tool: role-based interviews, candidate anonymization, and structured summaries.

COMMUNITY & EDUCATION

Mentor at HackYourFuture; volunteer at NDC, GoTo | Moscow Institute of Physics & Technology, MSc.

SKILLS

- **Product:** Product Strategy, Zero-to-One, PLG, Go-to-Market, Roadmap
- **Methods:** Data-Driven Delivery, A/B Testing, User Research, Stakeholder Management
- **Tech:** AI/LLM, System Design, API Ecosystems, SQL, PostgreSQL, Mixpanel/Amplitude