

Arthur Kerimov
Product Manager

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SUMMARY

Product Manager with 5+ years of experience in AI, IoT, Fintech, and mobile industries. Increased conversion rates by 50%, expanded weekly active users by 25%, and drove 100-150% sales growth post-launch. Skilled in leading cross-functional teams to deliver high-impact products and achieving product-market fit through data-driven strategies and metric optimization.

WORK EXPERIENCE

[Comfi](#) / *Leading Fintech B2b startup in Dubai with 200+ clients* UAE
Product Manager, Product Growth & Team Leadership Mar 2025 – Present

- Led end-to-end development of Comfi's core product, managing a cross-functional team of 10+ engineers, designers, and analysts, delivering bi-weekly releases and maintaining >95% on-time sprint completion.
- Owned product growth and revenue KPIs, consistently hitting 100%+ of monthly targets, contributing to double-digit MoM growth across key acquisition and activation metrics (exact figures under NDA).

[SberDevices](#) / *Sberbank subsidiary focuses on AI-driven smart devices and IoT, with 15M+ users* Remote
Product Manager, Strategic Planning & Cross-functional Team Leadership. Oct 2023 – Oct 2024

- Boosted monthly conversion rate by 50% and expanded weekly active users by 25% through targeted optimizations, strategic engagement initiatives, and user experience enhancements.
- Launched the "Library" section from concept to sales, integrating content from all partners and achieving over 96% relevance and search quality, driving new revenue streams and improving user satisfaction.

[MTS](#) / *Leading mobile operator with 80M+ subscribers, focuses on Fintech, Cloud, IoT, Big Data, and AI* Russia
Product Manager, Stakeholder Management & Sales Growth. Aug 2022 – Sep 2023

- [Share It](#) - Launched from the scratch to production
- Achieved monthly **sales growth of 100-150%** post-launch through targeted feature enhancements and effective marketing strategies. Presented and secured approval for the product strategy from senior management, ensuring alignment with business objectives.

Freelance / *Clients: [MosTransProject](#), [Glimmer AI](#), [Product Star](#) and others* Remote
Product Manager, Product-Market Fit & Data-Driven Decision Making Aug 2021 – Aug 2022

- Achieved product-market fit for the "habit tracker" by identifying and validating key market needs, driving user adoption and engagement. Increased conversion rate from 42% to 46% through targeted UX optimizations, data-driven decision-making, and continuous A/B testing.

[Electronic Mushroom](#) / *Major event production and live broadcast studio with +300 projects* Remote
Project Manager May 2020 – Aug 2021

- Delivered over 5 projects: Adrenaline Cyber Cup League, Arena of Heroes, Igromir, Flash Home Cup, MLB Minor, completed on time, exceeding client expectations, and ensuring 100% compliance with client requirements. Managed cross-functional teams of up to 5 people.

EDUCATION

University of Wollongong in Dubai UAE
Master of Innovation and Entrepreneurship

Expert and speaker on online educational platforms - [Skillbox](#), [ProductStar](#), [Infourok](#)
External expert at university lectures - [MIPT](#)

Additional: *Yandex School of Managers (2024), ICP-APO Agile Product Owner Certificate, MTS (2023); Data-Driven Product Management Simulation, Go Practice (2023); Professional Certificate in Product Management, Product Star (2021); High-Tech Business Management, Stanford x Sber (2020)*