

LEONID ARDAEV

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SUMMARY Value-Oriented AI Product Leader with 6+ years of experience specializing in driving measurable business outcomes for SaaS B2B AI products and data-driven solutions. Proven expertise in managing the entire AI product lifecycle, from conception through continuous evolution. Adept at bridging the adoption gap between technical AI capabilities (GenAI, LLMs, Agentic AI) and business stakeholders to maximize platform value.

PROFESSIONAL EXPERIENCE

Aug 2021 – Present: Product Manager II, [EPAM Systems](#) / [NAYA Technologies \(Herzliya, Israel\)](#)

- End-to-end product lifecycle for an innovative SaaS AI product (Oil & Gas), moving from PoC to MVP production, and managing its continuous evolution and operational phase to ensure continuous impact and improvement.
- Acted as a translator between B2B client pain points and technical capabilities (including Agentic AI and GenAI concepts) to ensure technology is implemented in a way users can adopt, effectively bridging the adoption gap.
- Replatformed legacy e-commerce platform for 2.3x increase in performance in 5 months from design to release.
- Defined features with clear success criteria and managed Agile backlogs/sprints in an AI/data science context.
- Manage roadmap planning, wireframing (Figma), and the QA/release process to ensure top-notch usability and performance.

May 2019 – Jun 2021: Sr. Product Manager, [AVON Products](#)

- Managed sellers' digital experience for 3M+ monthly users of the country-first direct selling marketplace, handling complex legacy technical architectures. Platforms: web, mobile (dedicated app).
- Collaborated with IT and business stakeholders to drive a 4pp growth in e-commerce revenue through data-driven prioritization.
- Launched new acquisition channels with a projected cumulative LTV of \$4M.

Mar 2015 – Apr 2019: Business Analysis Manager, [AVON Products](#)

- Led a team of analysts to drive digital transformation and re-platforming for 5 international markets.
- Developed Python-based analytics pipelines for fraud detection and automated reporting.

2004 – 2015: Early Career (Online Business Analyst / Project Coordinator)

- Built digital reporting infrastructure (Adobe Analytics), managed web production for global brands like Intel and Western Digital.

SKILLS AND TOOLS

Product: Value-Oriented Mindset, Systems Thinking, Continuous Evolution/Lifecycle Management, Roadmap Planning, PRD Writing, Prioritization, Backlog Management, Product Vision, GTM Strategy, JTBD, KPI Monitoring.

Technical: Data Fluency, SaaS Architecture, SQL, Python, Azure AI, GenAI (Google, OpenAI, Anthropic), IDE (including vibe-coding).

Design & Agile: Agile Proficiency in AI/DS context, Wireframing (Figma/Miro), UI/UX Principles, Scrum, Kanban, Jira/Confluence.

Analytics: Google Analytics, Adobe Analytics, Amplitude, A/B Testing.

EDUCATION

2021 – 2022: Digital Product Executive (Advanced course), Higher School of Economics. Moscow, Russia.

1999 – 2004: Bachelor's Degree, Journalism, Moscow State University. Moscow, Russia.

Languages: English Fluent (Professional), Russian Native.

References from C-level: [linkedin.com/in/leonidardaev/details/recommendations/](https://www.linkedin.com/in/leonidardaev/details/recommendations/)