

# Yuliya Rubtsova

HEAD OF PRODUCT

## Profile

14 years of industry experience, with 8 years of management experience;

Ph.D. in engineering (Data Science);

Skilled and experienced Product Manager with a background in data science, product marketing, and the full product life cycle. I demonstrated exceptional customer focus and problem-solving skills while consistently delivering successful product solutions, driving customer satisfaction and growth. My unique blend of business and academic experience allows me to create products that meet and exceed business goals.

## Employment History

### Data Product Owner, Data Monsters

MAY 2019 – FEBRUARY 2023

#### Responsibilities:

- Report to CEO & managing partners;
- Oversaw product development from start to finish, ensuring that all stakeholders and cross-functional teams were kept informed;
- Clarified business requirements and led strategic Release Planning and tactical Iteration Planning sessions;
- Leading the R&D activity for the Data products;
- Worked within matrix management structure and assumed responsibility for the management and guidance of all data scientists in the organization.
- Developed roadmaps for all teams and projects to reach predictive velocities;
- Representing the company in technical meetings with vendors
- Budgeting and allocating resources to a project;
- Working together with Talent Acquisition Manager to hire tech talents;
- Provided mentorship to team members.

#### Achievements:

- I successfully led and developed nine data science projects from various industries: EdTech, recommendation systems for offline events and MOOCs, predictive analytics for logistics, industrial production optimization, toxic content search, etc;
- ML project management methodology formed and executed;
- Built an internship and onboarding system for beginner data scientists, which allows quick recruiters, introduces new people to projects and grows within the company to the middle and senior levels.

### Senior researcher, Universität Bonn

FEBRUARY 2022 – AUGUST 2022

- Management of a European project within the grant obligations,
- Foundation research on representation, enrichment, and analysis of spatial-temporal data using machine learning methods, semantic technologies, and natural language processing,
- Guide Ph.D. students' work,
- Integration of research results into the project prototypes and timely delivery,
- Support teaching activities in the courses in Data Science and Information Retrieval;

## Details

Kazakhstan

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## Links

[Linkedin](#)

[Portfolio: mokoron.com](#)

[Research papers](#)

[Reports at an industrial and a scientific conferences & meetups](#)

[Kanban System Design](#)

## Skills

Product Management

Program Manager

Agile

Defining the product vision, roadmap and lifecycle

Critical thinking and problem solving

Data-driven decisions

Leadership and Teamwork

Product Strategy

P&L

Team Leadership

Business Development

Marketing Strategy

Customer oriented

Data Science

Machine Learning

Semantic Technologies

Data Analysis

NLP

Data Mining

SQL

Python

- Ensuring secure operations in compliance with upcoming European legal regulations.

## Head of product, IT Nova LLC

AUGUST 2014 – NOVEMBER 2016

### Responsibilities:

- Report to CEO & business owner;
- Led a cross-functional team of 7 individuals while effectively managing a larger team of up to 25 employees through indirect supervision;
- Remote team management;
- Coordinate the full product-development life cycle;
- New features development and, improvement of existing ones according to business needs;
- Developed product strategy (mission, strategic direction of development, market niches and client strategy);
- Tactics worked out (metrics, roadmap).

### Achievements:

- I set up a system to handle churn rate, retention, and unplanned retention expenses. So the cost per client acquisition was lowered by 30%;
- brought the product to several Asian markets, thereby increasing the company's income by 12% in 20 months;
- Suggested optimization of employee reporting resulted in a 10% increase in workers' productivity.

## Education

### Ph.D. in engineering;

FEBRUARY 2020 – FEBRUARY 2020

Thesis topic: Overcoming degradation in sentiment classification for the collections separated in time.

### M.Sc. in Mathematics and Computer Science, Novosibirsk State University

SEPTEMBER 2017 – JUNE 2019

Graduate qualification work: "Aspect based sentiment classification of reviews from twitter for the task of reputational analysis"

Magna cum laude

### B.Sc applied mathematics and informatics, Novosibirsk State University

SEPTEMBER 2003 – JUNE 2007

## Extra-curricular activities

### Co-Founder, LeanDS

SEPTEMBER 2020 – PRESENT

LeanDS is a professional community dedicated to project management in data science. <https://scrumtrek.online/leands>

### AWS deepracer

JULY 2021 – OCTOBER 2021

Winner of fully autonomous 1/18th scale race car driven by reinforcement learning within [AWS Deepracer](#) global racing league. Project executed utilizing AWS services such as Lambda, EC2, S3, and IAM.

A contributor to [AWS DeepRacer Community](#)