

Yuliya Rubtsova

SENIOR PRODUCT MANAGER

Profile

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

Ph.D. in engineering (Data Science);

Skilled and experienced Product Manager with experience in data science, product marketing, and the overall management of a product's life from conception to fruition. Able to deal with people from a diverse range of scientific, commercial, and professional disciplines. Dynamic, data-driven, and customer-oriented leader with deep skills in NLP, management, monetization, and analytics field. Shipping products that achieve and exceed business goals.

Employment History

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.

Data Product Owner & Manager, Data Monsters

MAY 2019 – FEBRUARY 2022

Achievements:

- More than 10 ML products developed from idea to launch in production including but not limited to developing and following project road maps, distilling key functionality and features of the product, defining key activities, stakeholder engagement, and milestones. Risks, issues, dependencies, resourcing, and communications.
- Built an internship and onboarding system for beginner data scientists, which allows you to quickly recruit and introduce new people to projects and grow within the company to the middle and senior levels.

Head of product, IT Nova LLC

AUGUST 2014 – NOVEMBER 2016

Responsibilities:

- remote team management;
- coordinate the full product-development lifecycle;
- new features development and, improvement of existing ones according to business needs;

Achievements:

- I lowered the cost per one client acquisition by 30%;
- brought the product to several Asian markets, thereby increasing the company's income by 12% in 18 months;
- Suggested optimization of employee reporting resulted in a 10% increase in workers' productivity

Details

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Links

[Linkedin](#)

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

[Research papers](#)

[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

Machine Learning

Data Analysis

Data Science

NLP

Data Analysis

Data Mining

Marketing Strategy

Business Development

Team Leadership

Probability & Statistics

Semantic Technologies

SQL

Python

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

Execution and presentation of graduate qualification work: "Aspect based sentiment classification of reviews from twitter for the task of reputational analysis"

Magna cumme laude

Extra-curricular activities

Researcher, A.P. Ershov Institute of Informatics Systems

FEBRUARY 2015 – MARCH 2022

Research interests: Human-Computer Systems, Natural Language Processing, Computational linguistic, Knowledge Engineering, NLP, speech technology.

Co-Founder, LeanDS

SEPTEMBER 2020 – PRESENT

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