

Vadim Bardash – CPO



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Current location: Cyprus
My portfolio site: <https://www.vbcpo.site/>

About myself

Results-driven Chief Product Officer with over 8 years of experience in IT product management and 4+ years as a CPO. Proven expertise in strategic product vision, business continuity planning, and cross-functional team leadership. Successfully launched two startups, driving growth and market success. Passionate about building innovative products and fostering long-term, effective partnerships. Seeking new opportunities to lead transformative projects and scale businesses.

Work experience

Industrial.Market – CPO (12.2021 – till now, 3 year 1 months)

<https://industrial.market>

B2B marketplace, optimizing procurement processes, automating document workflows, and reducing transactional costs for companies.

- **Responsibilities:**

- Defined strategic vision and roadmap for the B2B marketplace.
- Managed backlog, sprints, and agile development processes.
- Lead UI/UX vision and product design.
- Developed and monitored product KPIs and analytics.
- Oversaw integration with supplier and client ERP systems (SAP, Axapta, etc.).
- Managed a distributed team: 4 analysts, 5 product managers, 3 tech support specialists, 2 project managers, 2 ux/ui designers, 5 content specialists

- **Key product achievements:**

- Launched the product within one year on a limited budget.
- Grew catalog to 5M+ products from new suppliers.
- Reduced average B2B delivery time by 50%.
- Introduced a recommendation system for corporate purchases.
- Launched ERP API integration, boosting sales by 20%.
- Achieved over €22 million in sales within the first year.

AIA Ecosystem (ex OSA HP) – CPO (05.2019 – 12.2021, 2 years 8 months)

<https://aiaecosystem.com/>

Big data and AI-powered platform for retail, ensuring real-time product availability, demand forecasting, and digital transformation. This company was created from OSA HP and sell rights for CIS market to softline company which rebranded it to Grosa.

- **Responsibilities:**

- Defined product and strategic vision for the FMCG/CPG/DIY market.
- Lead integration with retailer and supplier ERP systems.
- Presented solutions to clients, investors, and top executives.
- Managed a remote and local team across multiple cities (Moscow, Nizhny Novgorod, Krasnoyarsk, Kiev, Riga).

- **Key product achievements:**

- Developed a scalable platform for US and China markets.
- Created AI-driven promo forecasting algorithms, improving accuracy by 30%.
- Launched auto-order adaptation for Magnit, increasing shelf availability by 20%.
- Implemented cost-effective BI solutions for clients.
- Integrated image recognition for compliance monitoring.
- Signed major clients: Dixy, Magnit, Mars, Pepsi, Nestlé.
- Expanded to the CIS market, onboarding Kazakhstan's No.1 retail chain, Magnum.

OSA HP – Product development manager (04.2017 – 05.2019, 2 years 2 months)

<https://aiaecosystem.com/osahp/>

End-to-end solution for on-shelf availability, increasing retail sales by 2.5–5.4%. Mobile App & Web App.

- **Responsibilities:**

- Managed roadmap, backlog, user stories, and UX/UI interactions.
- Led web and mobile development teams.
- Negotiated and managed client business requirements.
- Oversaw additional ad-hoc projects beyond the core product.

- **Key product achievements:**

- Designed a new business architecture for OSA HP.
- Launched first iOS/Android app for store employees and merchandisers.
- Released a full-scale online web platform.
- Onboarded key retail partners: Verry, Dixy, METRO.
- Demonstrated sales impact: 2.5%+ revenue growth, up to 25% net profit increase.

Education

2006 – 2011 **Specialist (=MSc): Mathematics methods in economics**

Moscow State University of Economics, Statistics and Informatics, Moscow – Russia

Languages

Russian – Native (C2); English – Advanced (C1)

Additional work experience

korablik.ru – Head of high-margin products (08.2014 – 11.2016, 2 years 4 months)

<https://www.korablik.ru/>

Mars Inc – Category analyst (10.2012 – 08.2014, 1 years 11 months)

<https://www.mars.com/>

Nielsen – Market analyst (03.2011 – 10.2012, 1 years 8 months)

<https://www.nielsen.com/>

For more information, please look at my portfolio site: <https://www.vbcpo.site/portfolio>
