Olga Alexeeva

Head of Product · Technical product leader for consumer platforms, at scale and from zero

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SUMMARY

Senior product leader with 18 years building products and ~15 years leading product and engineering teams, C-level and co-founding experience, and a field CTO attitude. Worked at both ends of the scale: complex products with millions of users (Bookmate, 13M users) and building from zero as a co-founder (written.app, a creator economy reader-to-author platform, 0 → 40k+ users). Technical enough to evaluate architecture and make sound calls on AI, ML and complex systems; commercial enough to drive pricing, go-to-market and C-level stakeholder portfolios. Multi-national teams across 10+ countries and 9+ time zones, in five languages, in the office and fully remote.

EXPERIENCE

written.app · Head of Product · Feb 2024 – Present · Remote
Co-founded Written and lead its product: a creator economy reader-to-author platform. From zero to open beta in mid-2025; now 40k+ users, 18k+ authors, 4.5k+ books and $800k+ in sales and resales.

- Lead a cross-functional team of 20+ (backend, frontend, iOS, Android, analytics, QA, DevOps, support) and align the roadmap with 10–12 business stakeholders
- Shipped the open beta MVP: a creator-economy model with editions, a resale market and instant payouts, plus iOS and Android apps
- Grew author sign-ups from ~10 to 1,000–2,000 a month: simpler registration and navigation, the idea of a bento banner that explains what Written is through direct interaction with the platform's content, and my own author prospecting on Bookstagram and BookTok
- Produced growth events: Written in the Dark, a contest in English and Spanish, brought ~300 new authors and 520 entries in two months; grew the author community on Discord from zero to ~500 members
- Own the tech budget and technical partnerships (Stripe, Coinflow, Turnkey, ElevenLabs); run hiring and onboarding for the tech team
- Built two AI agents (author outreach; manuscript review) and an in-house analytics stack (SQL, DuckDB, Plotly), handed over to the analytics team

Bookmate · Head of Product · Jan 2022 – Feb 2024 · Remote
Subscription reading platform with 13M users, 2M+ books and 20k+ publisher partners across Latin America, Northern Europe and the Balkans. Joined as Head of Product, leading 5 PMs and a 6-person data and ML team; became Managing Director in mid-2023, adding engineering, data and analytics, QA, support and user communications: ~70% of operations, 13 direct reports, partial P&L, 9 C-level stakeholders, reporting to the CEO.

- Redesigned the recommendation algorithm with the data and ML team and built it into the reading journey and the cancellation flow: retention to ~80%; ~10% of the user base reactivated; at least two-thirds of readers who started to cancel stayed
- ML churn prediction with targeted marketing offers cut churn by 5% across all markets
- Pricing experiments and engagement campaigns lifted conversion and engagement by ~4%
- Delivery changes cut key project shipping time by 30%

Independent Product Consultant · Aug 2019 – Feb 2022 · Remote
Helped launch winAutopilote, automated ordering for pharmacies in French-speaking markets (saves up to 8 hours a week and ~€7,000 per pharmacy): customer interviews, the alpha program, through to a stable release. Also designed and launched a workforce-optimization tracker in two months.

Lamoda (then part of Global Fashion Group) · Product Development Lead · May 2018 – Aug 2019
Built the product function for logistics and delivery IT from scratch at a fashion e-commerce platform with 4–5M active customers: hired and led 4 PMs, set the vision and roadmap with ~20 senior stakeholders.

- Integrated an external delivery partner network: ~$47K more revenue a month
- Brought several departments together to launch a premium delivery line: new packaging that balanced protection, a luxury look and transport space, with its own tracking and automation
- Logistics integrations with international brands, including Inditex and Calzedonia; Datamatrix scanning at every delivery handoff
- Designed the cross-system data flows into Oracle BI; co-built a leadership dashboard with ML forecasting and anomaly detection

Home Credit Bank · Senior Product Manager · Dec 2017 – May 2018
Redesigned the website, product pages and interactive financial calculators; it became the company's top-performing sales channel (~5,000 daily visits, 2–5% conversion).

Netcracker (NEC Group) · Technical Manager · Dec 2016 – Nov 2017
Delivery and technical support for international telecom clients (Telecom Austria, Telefónica, Telecom Italia, Orange, Canal+). Took over delayed multi-year deliveries and got them back on track.

winPharma · System Analyst → Product Manager · Nov 2008 – Dec 2016
Grew from analyst to full product owner at a French pharmacy-software company, working in French. Hired the web team; relaunched winpharmacie.com (orders prepared 50% faster) and rebuilt winTeam (a social network for pharmacies, with chat and group orders) almost from scratch, with a community of 300–400 pharmacist alpha testers; grew product sales by ~5%.

EDUCATION, CERTIFICATIONS, LANGUAGES

- **MSc in Information Technologies** (cybernetics, signal processing), National Research Nuclear University MEPhI, 2016 · **Specialist degree in Documentation and Technotronic Archives**, Russian State University for the Humanities, 2009
- **Certifications:** TouchDesigner Operation Foundations (The Interactive & Immersive HQ, 2025) · altMBA (2025) · Certified Agile Professional (ICAgile, 2013)
- **Languages:** English C2 · French C1 · Japanese JLPT N3, certified (N2 in progress) · Italian B1 · Spanish B1

SKILLS

- **Product:** product strategy, roadmaps, 0-to-1 launches, product discovery, user research, A/B testing, KPIs, go-to-market, pricing and monetization
- **Data and ML:** SQL (PostgreSQL, ClickHouse, BigQuery), NoSQL (MongoDB, Firebase), pandas, NumPy, scikit-learn, data pipelines, BI and product analytics (Tableau, Looker, Metabase, Amplitude, Mixpanel, PostHog), recommender systems, churn prediction, ML product management
- **Technical:** system design and architecture, Python, APIs and system integration, smart-contract payments
- **AI and agentic engineering:** AI agents, MCP servers, Claude skills
- **Business and leadership:** P&L, tech budget, stakeholder management, cross-functional and distributed teams, hiring and mentoring