

Andrei Volk

HEAD OF PRODUCT | PRODUCT LEAD

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PROFILE

Product leader with 9 years across consumer mobile, AI, growth, and lifecycle. Built an AI subscription product from 0-to-1 and led global product initiatives that increased LTV, ARR, and retention at Simple. Strong in product strategy, experimentation, monetization, analytics, and cross-functional leadership.

CORE EXPERTISE

Product Strategy & Roadmaps • 0-to-1 Product Development • Consumer Mobile & AI • Subscription & Monetization • Activation, Retention & Lifecycle • Product Analytics & A/B Testing • Cross-functional Leadership • Stakeholder Management

EXPERIENCE

Head of Product | Elva (Elvalabs)

January 2026 - July 2026

Warsaw, Poland / Remote

- Led 0-to-1 product development from concept to launch of an iOS AI video editor, defining vision, roadmap, MVP scope, and product operating model.
- Owned the end-to-end customer journey; reached 67.5% activation from purchase to the content gallery among paying users, while a tutorial iteration reduced onboarding drop-off by 16%.
- Built the analytics foundation, KPI dashboards, event taxonomy, experimentation process, and support insight loop; retention reached D1 40%, D7 25.9%, and D30 10.6%, measured by successful content export.
- Partnered with founders, engineering, ML, design, growth, and support; shipped photo and Live Photo support and delivered a launch experience recognized by the Webby Awards and Awwwards.

Product Lead, CRM & Lifecycle | Simple

August 2022 - January 2026

Poland / Remote

- Managed a cross-functional team of 10+ people, including 2 Product Managers, an analyst, designers, engineers, and QA; owned lifecycle and in-app communications across the US, Europe, Latin America, and Asia.
- Developed lifecycle and personalization strategies that increased user LTV by 25%; ran lifecycle and subscription experiments that increased ARR by 20%.
- Established an experimentation cadence of 4+ tests per month, improving retention by 40% and active days by 15% while reducing time-to-market by 30%.
- Launched Live Activities and related engagement initiatives, reducing cancellation rate by 11%; simplified the notification portfolio by removing low-value communication, reducing sends per user by 23%.

EARLIER EXPERIENCE

Product Director | DM Basis - CRM Agency

March 2021 - August 2022

- Led CRM product delivery for KIA, Jaguar Land Rover, Volvo, and other clients; migrated Ansaligy to Mindbox CDP and launched a loyalty program that increased retention by 15%.
- Delivered a cross-functional email-support project for Russia's national SME portal with Terrasoft and expanded the agency's offering into retail and FMCG.

Head of CRM | GeekBrains (Mail.ru Group)

October 2019 - March 2021

- Managed a team of 3 and owned email, Telegram, WhatsApp, and push communications for 4 million users; increased email revenue 2.5x and doubled its share of company profit.
- Built automated nurture journeys generating 70% of channel profit and tripled the push-subscriber base through experimentation.

CRM Marketing Specialist / Project Team Lead | Adcome

August 2017 - September 2019

- Reduced client churn in the email channel 2.5x through lifecycle automation and created an email framework recognized with four ECAwards.

EDUCATION, SKILLS & LANGUAGES

Education: Master's-level Specialist Diploma in Applied Informatics in Economics | Humanities and Social Institute, 2014

Tools & methods: Amplitude, Firebase, Braze, Mindbox, Jira, Confluence, Figma, Excel, n8n, SQL (basic), Agile, Scrum

Languages: Russian - Native • English - C1 • Polish - B2