

Pavel Rebrov • Technical Consultant & Product Manager

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Nice to meet you, I am...

Strategic technical consultant for global media companies, brands and enterprises.

Customer-facing and consumer centric digital technologist with global exposure, engineering and entrepreneurial background. Over 18 years of work experience in Product Management, Pre-Sales and Customer Success in Marketing and Video tech.

Looking for a challenging mid- or senior-level role in product management, technical pre-sales or technical consultancy in established organisation.

Relevant Experience

Brightcove • April 2015 — now • Singapore

Technical Consultant

Providing Technical & Business expertise to prospects and customers of a leading professional Online Video Platform. Covering all stages of customer lifecycle in all of Asia except Japan & S. Korea.

- Presentations & Product Demos
- Media and Enterprise RFI & RFP responses
- Proof of Concept projects for customised advanced solutions: OTT, Interactive & Shoppable video
- Customer on-boarding and training, post-sales Customer Success
- Media Workflow Design & Validation
- Video Strategy Consulting: monetisation, consumer product roadmaps, agile product management approaches
- Guiding implementations with multiple 3rd-party platforms and integrators: CMS, CRM, Marketing Automation Platforms, Analytics
- Driving customised product offerings based on customer demand
- Generating customer feedback & prioritising feature requests

Motka • January 2014 — April 2015 • Singapore

UX Business Analyst

Using Product Management expertise to bring customers' raw product ideas to a definitive set of consumer-centric features.

- Defining Business Goals
- Competitive Research
- Product Definition
- Product Value Proposition
- Customer Journey Definition

Capptain • October 2012 — December 2013 • Singapore

APAC Regional Managing Director

Using in-app analytics Capptain's Mobile Marketing Automation platform enables publishers to create targeted push campaigns. After being acquired by Microsoft, platform was integrated into Azure.

- Go-To-Market Strategy, Business Planning, Budgeting
- Pre-Sales, Customer Acquisition, Partnership Management
- Customer Enablement as Technical & Business Consultant
- Customer Success Management

NetMind • March 2006 — August 2012 • Moscow, Russia

Product Marketing Director, Co-Founder

NetMind is a pioneer in Social Media Research, first company to introduce Social Media Research as a service in Russia.

100+ customer projects. Direct contracts with Samsung, Citibank, Estee Lauder, Colgate Palmolive, BSGV, Edelman, Ogilvy, BBDO, Hill+Knowlton.

- Defining Product Value Proposition
- Go-To-Market Strategy, Customer Acquisition
- Branding & Marketing Messaging
- Development, customisation and evolution of customer presentations and sales pitch
- Social Media Research in Media, Telco and Hi-Tech domains.

Buzzware • February 2010 — May 2012 • Moscow, Russia

Product & Marketing Director, Co-Founder

Buzzware is a Social Media Monitoring & Measurements SaaS. It aggregates user discussions on blogs, forums and social networks and provides analytics and reporting tools for Social Media researchers.

- Defining product strategy and market opportunity based on demand research and feedback
- Go-To-Market & Pricing strategy, Business planning
- Ownership of user stories and product roadmap
- Ownership of UX development
- Development project management (in-house + 3rd-party vendors)
- Direct management of a team of 5

Vidimax • June 2009 — March 2012 • Moscow, Russia

Product Director, Co-Founder, Board Member

Video Content Exchange and OTT Service launched in late 2011 with selected partnering operators across all of Russia and has reached total of 15K+ large-screen subscribers by mid-2012.

- Defining product strategy and market opportunity via market research
- Developing Value Proposition, Go-to-Market strategy, Business Model Evolution
- Key member of 10M USD Series A fundraising team, IR management
- High-level Platform Architecture development
- Roadmap Management
- Owning Multi-Screen UX: Content search & discovery, EPG, Social TV
- Working closely with development team, generating feedback from partners and end users

Cisco Systems • August 2006 — November 2007 • Moscow, Russia

Sales Business Development Manager

As part of Cisco's Emerging Technology group was responsible for Service Provider Video and Digital Signage solutions in Russia and CIS countries.

As a video consultant drove 5M+ USD deals for Cisco's core business across Russian and ex-USSR countries. Ensured smooth integration of local Scientific Atlanta's and Cisco's SP business units.

- Business Planning & Go-To-Market strategy
- Full ownership of Pre-Sales & SP Video Projects
- Communicating across Cisco's organisational matrix to execute business plan and deliver feedback for HQ
- Building local SP Video Sales expertise, technical pre-sales
- Enabling Channel Sales in collaboration with Channels Team
- Product Marketing ownership (Media, Events, Marketing collateral), ensuring business impact exceeding available marketing budget

CTI • February 2004 — June 2006 • Moscow, Russia

Project Manager, Product Manager

Product Development and Marketing in a newly established IPTV business unit.

- Solution Development: identifying components and vendor options, modelling integrations, PoC
- Product management: feature set, roadmap, UX
- Owning pre-sales, providing support for sales teams
- Supervising Project Manager for customer deployments. Establishing and growing IPTV Professional Services team
- Introducing new Strategic Partnerships, developing eco-system of hardware and software vendors and content owners
- Product Marketing: Media, Events, Marketing collateral

Education

National Open Social Institute • Yoshkar-Ola, Russia

2009 BSc in Information Systems Security

Volgograd State University • Volgograd, Russia

2001 Associate Degree in Math

Miscellaneous

- Married, no children
- Singapore Resident (EP)
- Okay to travel up to 60%
- Fluent English and Russian

Skills

Technical Consultancy

- Understanding and translating business needs of a prospect into technical framework around product offering.
- Problem-based solution development
- Coordination during project delivery
- Establishing and communicating best practices.
- Confident presentation and communication.
- Sales teamwork.
- Personal integrity and ethics.

Product Management

- Business opportunity evaluation.
- Creating use cases and user stories, defining requirements and features, managing product roadmaps.
- Product lifecycle management.
- Collecting, effectively incorporating and learning from user feedback

Project Management

- Project scoping and prioritisation.
- Defining and meeting deadlines, managing expectations.
- P&L analysis, budgeting.
- Distributed team management.

Product Marketing

- Developing Product Value Proposition.
- Defining scope of the product line.
- Identifying potential markets and user segments.
- Deriving optimal pricing strategies for the market.
- Developing marketing guidelines and end-user materials.

Technologies

- Concepts: Cloud Architecture, AWS better than others, SaaS, CDN
- Protocols: DNS, HTTP, SMTP
- Software: Linux, iptables, bind, pdns, unbound, Nginx/Apache, FPM, uWSGI, MySQL
- Basic development skills: HTML, CSS, JavaScript, PHP, Python, R, SQL