Yura Grinko
Chief Product Officer

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IN A NUTSHELL

- Experience includes a products with 12M+ MAU, up to six product teams and an early-stage startup
- Shape product strategy, ensure its execution, and build & energize teams
- Establish open, transparent processes and communications

EXPERIENCE

Chief Product Officer, Huntflow
march 2025 - october 2025

- Defined new product domains aligned with growth and revenue diversification goals
- Built an efficient collaboration process within development and across departments
- Established an end-to-end prioritization process

Product owner / CPO, DUBRU
march 2024 - december 2024

- Defined the app's core development direction and calculated unit economics for the subscription model
- Built the development team and established the delivery process
- Built the content team and set up content and CRM marketing workflows, developed the CMS
- Increased install-to-card-view conversion by 230% (27pp)
- Increased the percentage of users who viewed a card by 40% (16pp)

Chief Product Officer, Koshelek.app
july 2021 - march 2023

- Developed an anti-crisis plan in Q1 2022, including headcount optimization, new team structure, and adjusted annual plans
- Defined the product strategy for 2023 and beyond following the dramatic 2022 market shifts
- Launched new products in production — Buy Now Pay Later (fintech) and Cashback
- Achieved 2x ad revenue growth through the newly formed product team
- Implemented a new pricing model, driving +30% revenue growth for the Loyalty product

Product manager, Koshelek.app
july 2019 - july 2021

- Defined, calculated, and increased Revenue Per Show of passive in-app communications by 74% YoY
- Improved conversion from offer view to target action by 85% YoY
- Implemented a content A/B testing system and ran 30+ tests with the team over 10 months

Product manager, drom.ru
july 2017 - july 2019

- Defined goals, built the roadmap, and planned team sprints in line with objectives
- Defined, collected, and analyzed key product metrics
- Formulated and tested hypotheses
- Planned and conducted quantitative and qualitative experiments
- Grew from a junior to an independent mid-level product manager

SKILLS

Product discovery, Team building, HADI, RICE, Amplitude, AB-tests, JIRA, Notion, Figma, Miro, FlutterFlow, Firebase, Google Workspace, Excel

EDUCATION

Bachelor's Degree in Software Engineering
2012 - 2016

Tomsk State University of Control Systems and Radioelectronics (TUSUR)
Faculty of Control Systems, Software Engineering