

# TATYANA SMIRNOVA

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## Director of Product Management / Product Manager

### PROFESSIONAL EXPERIENCE

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#### ACCESS SOFTEK INC

Naperville, Illinois  
2021-Present

##### Director of Products

*Global Software-as-a-Service (SaaS) provider, specializing in providing innovative digital banking platforms and solutions to financial institutions.*

- Spearheaded initiatives that doubled the revenue contribution of the SaaS product line – Fintech Ecosystem - from 10 to 20% of the company's total annual revenue.
- Secured C-level approval to expand headcount to execute on new omnichannel strategy; **grew team from 12 to 23**
- Designed, spearheaded and launched major pricing restructure based on consumer willingness to pay, resulting in **29% revenue increase** and **12% profit margin increase**.
- Managed professional and career development for **team of 15+**, fostering talent retention and growth.
- Grew integration product suite **revenue by 70%** in 2021 and **40%** in 2022 by enabling partners to connect with **xxM+ active users** on our platform, and continuously improving onboarding process.
- Identified & pitched to exec team untapped potential of strategic partnerships, leading to formation of **new VP role**.
- Advocated for creation of team to mitigate time-bound contractual obligations, **protecting 7% of company rev.**

##### Product Manager

2014-2021

- **Scoped, designed, led, launched and landed 30+ projects** over 4 years (API and SDK integrations), from initial client interviews to on-time and on-budget delivery.
- Launched new marketing product– engaging user at the right time and place by sending over targeted push notifications based on geo-data, increasing 47% CTR over 60 days, 16% aggregated CTR.
- Launched new card product – Digital Card Issuance – resulted in \$xM in incremental profit from joint sales to major enterprises in the first quarter post launch.
- Launched new payment product for \$3.5B financial institution.
- Launched new fraud protection product for \$6.5B financial institution powered by Imperva – blocked 88% of vulnerability exploits; protected \$xxM customer funds.
- Led launch of an integration product suite, enabling **40+ partners** to provide financial wellness services to users
- Pioneered first strategic SSO roadmap, integrating 150 individual sign-ons, leading to **20% decrease in support ticket volume**.
- Initiated and hosted training for our integration platform for client's in-house devs; **boosting adoption by 15%**
- Created processes, workflows and systems for release management, requirement gathering, and discovery with engineering team, **reducing average time to market by 30%**.
- Oversaw redesign of mobile app's UI, improving navigation and accessibility (ADA) and **reducing customer churn rate from 19% to 12%**.
- Orchestrated execution of custom billable projects, **navigating trade-offs** between time to market, upfront costs, long-term maintenance cost, and employee training needs.
- Drove company-wide implementation of SAFe (Scaled Agile), **achieving a team predictability average of 95%**.
- Stepped up as a temporary **Solution Architect** during critical client calls with Auth0 (filling in for regular architects), allowing us to maintain strong client relationships.
- Considered low adoption & high maintenance costs of traditional budgeting feature + rise of AI in UI migration plan; **pitched** sunseting feature to executive team and reallocating dev resources elsewhere.

## **EDUCATION**

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**KOSTANAY UNIVERSITY OF ENGINEERING AND ECONOMICS**

*Master of Information Systems and Economics*

## **ADDITIONAL INFORMATION**

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- Technical Skills: HTML, JavaScript, SQL, JSON, SSO, API, Mobile Native SDK, iOS, Android, SDLC
- Software: Trello, Miro, Jira, Confluence, Balsamic, Figma, Microsoft Office
- Business: Strategic Partnerships, People Management, Change Management, Escalation Management, Vendor Management, Software Project Management, Cross-functional Team Leadership, Decision Making