

RAFAEL SABIRZANOV

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SUMMARY

Product leader building internal platforms that drive real adoption. Own roadmap for tools influencing \$4.5M/month GMV - shipped an AI knowledge system (70% acceptance), analytics that cut reporting 12× faster, and automation that tripled launch velocity. Scaled a marketplace to \$130K/month leading product, ops, and engineering.

CORE COMPETENCIES

- **CORE COMPETENCIES:** Platform product management, Internal tools as products, AI enablement (knowledge platforms), Funnel analytics & ROI measurement, Workflow automation, Product discovery (JTBD, interviews, prototyping), Roadmaps, KPIs/OKRs, Stakeholder leadership, Cross-functional delivery with engineering, Operating cadences, decision logs, risk registers
- **TOOLS:** Vibe-coding (Claude Code, Cursor), BI (Looker/Tableau/Power BI), Jira/Confluence, Figma, Zapier/Make/n8n

EXPERIENCE

Series B, 80+ employees, E-COMMERCE COMPANY

Mar 2025 - Present

Senior Product / Tech Lead (Internal Platforms, Analytics & AI)

Office, Belgrade, Serbia

- Owned internal platform roadmap influencing \$1.2M/month ad spend and \$4.5M/month GMV across 4 functions (Marketing, Media Buying, Ops, Engineering); led delivery team of 6 (3 engineers, 2 analysts, 1 designer) serving 85 active users.
- Launched AI knowledge platform ("AI Brain") with 70% adoption; reduced repeat-question resolution time by 40% and cut new-hire onboarding ramp by 30% through structured taxonomy, Q&A workflows, and self-serve documentation.
- Built full-funnel analytics (content cost → ad spend → sales) that collapsed reporting latency from 1.5 days to 2 hours, accelerating budget reallocation and creative prioritization decisions by 25%.
- Shipped content auto-launch system increasing media-buying launch velocity 3× (48h → 6h) and internal task tracker adopted by 40 users, improving on-time completion by 22% and reducing cross-team status overhead by 33%.
- Accelerated product discovery 80% (idea → prototype) using Claude Code + Cursor; reduced scope churn 28% through early prototypes and explicit trade-off conversations with stakeholders.

AUTO PARTS MARKETPLACE

Sep 2024 - Mar 2025

Product & Operations Lead (Marketplace, Logistics & AI)

UAE

- Built delivery operations from scratch (hiring, playbooks, SLAs, performance management); achieved 93% on-time delivery and reduced lead time by 30% after process stabilization.
- Led engineering end-to-end (roadmap, PRDs, releases) and implemented AI-enabled customer communication and parts matching; reduced response time by 65% and improved lead-to-order conversion by 9%.
- Established sourcing workflows and optimized pricing logic; reduced "item-not-available" cancellations by 18%, improved gross margin by 2 pp, and increased quote win-rate by 8%.

HOUSEHOLD CHEMICALS BRAND (MARKETPLACES)

Jul 2022 - Aug 2024

Founder

Built consumer brand from zero to \$20 K/month revenue; owned product specs, manufacturing, marketplace go-to-market, and unit economics. Exited via sale.

EDUCATION

Kazan State Energy University

2026

Bachelor's Degree, Economics and Marketing

Kazan