

Anton Nikitchenko

Hello there, I'm a
Lead Product Manager
eCommerce & Platform
Integrations

About me

Senior Product & Platform Manager with 15+ years in eCommerce, fintech and B2B platforms and an engineering background. Launch and scale new product verticals, build API-driven ecosystems, and lead cross-functional teams (engineering, architecture, QA, business, legal). Strong focus on measurable business impact, data-driven decisions and reliable delivery in high-uncertainty environments.

Experience

- Mar 2024 - Present

Platform Product Manager (Fintech Platform)

Finuslugi (Moscow Exchange)

 - New insurance vertical launch:** designed and launched a boxed insurance product line, integrated major partners (Alfa, Renaissance, Rosgosstrakh) via APIs, increased turnover and expanded the product portfolio.
 - End-to-end integrations:** set up API contracts, CRM processes and billing to build a unified ecosystem; established SLAs, support processes and scalable partner onboarding.
 - Managing multiple streams:** coordinated several parallel workstreams (engineering, architecture, QA, analytics, information security, legal), successfully leading **3–5 directions at the same time**.
 - Roadmap & prioritization:** defined the go-to-market strategy for the vertical, broke down initiatives into deliverables, controlled the critical path and deadlines, and regularly decomposed and adjusted plans.
 - Business impact:** optimized client communications and internal processes, saving **RUB 3M per year** on notifications and reducing tax burden by **RUB 10M** via a VAT optimization experiment.
- Sep 2023 - Sep 2024

Senior Project Manager / Team Lead

Diginetica

 - eCommerce project management:** led integrations for major clients (SberDevices, “Tvoy Dom”, L’Occitane), coordinating multiple teams (development, QA, design, architecture); supported the integration team on launches for DIXY, Golden Apple, X5 Group.
 - Complex integrations:** managed projects involving catalog, search, billing and delivery integrations; owned API documentation, SLA definitions and gradual system scaling.
 - Cross-team coordination:** built collaboration processes with external vendors and internal stakeholders, resolved blockers and aligned the interests of various departments.
- Sep 2019 - Aug 2023

Head of Digital Products

Sabline Service LLC

 - B2B portal creation:** designed and launched a B2B web portal with a product catalog, ERP and billing integrations and a shopping cart; implemented a loyalty program and marketplace integrations, achieving **>10% annual revenue growth**.
 - Strategic integrations:** connected the service center, logistics and trading platform into a single digital ecosystem; set up processes for API contract creation and control, SLA management, and built a knowledge base and documentation system in Confluence.
 - Team management:** simultaneously led **3–4 development streams** (web, mobile services, CRM module), constantly adapting processes to high demands and uncertainty.
 - Industry recognition:** nominated in the **RuNet Awards 2023** (e-commerce category).
- Jul 2014 - Aug 2019

Internet Projects Manager

Nasha Igrushka

 - Project, requirements and risk management:** owned end-to-end delivery of web projects, controlled deadlines and budgets, prepared functional specifications and assigned tasks to the team.
 - B2B platform launch:** designed and launched a wholesale B2B platform for dealers, integrating it with partner systems and automating order flows.
 - Integrations & analytics:** implemented integrations with partner systems, marketplaces and analytics platforms; used performance data to support decision-making.
 - UI/UX and performance optimization:** improved website efficiency by enhancing interfaces, load speed and content quality, and by introducing new features.
 - Digital marketing & media strategy:** managed sizeable digital marketing budgets (paid search, SEO, email marketing, CPA networks, programmatic); developed media plans and customer acquisition strategies.
- Earlier roles (2007 – 2014)

Digital Project Manager, Full-stack Web Developer

 - Managed end-to-end web projects: requirements, deadlines, budgets, team coordination (analytics, performance marketing, design).
 - Launched a wholesale B2B platform, integrated websites with partner systems, marketplaces and analytics tools.
 - Developed and optimized online stores (SQL, PHP, JavaScript, HTML, CSS), improved UI/UX and performance, and managed large digital marketing budgets (PPC, SEO, email, CPA, programmatic).



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[Look at portfolio](#)

Skills

- Professional skills
- Team leadership & people management
 - Project planning & delivery
 - Business process modeling
 - Quality control & acceptance
 - Requirements & specification writing (BRD, FRD)
 - Integrations with external systems & APIs
- Product & platform
- Product Management, Customer Journey Mapping
 - MVP design, User Story Mapping, Roadmapping
 - Unit economics, CustDev, A/B testing
 - SaaS, e-commerce, marketplace solutions
- Tools & technologies
- SQL
 - 1C-Bitrix, E-commerce platforms
 - MS Dynamics, CRM systems
 - API design & integrations
 - Redash, Power BI, web analytics
 - Agile Project Management, Kanban, Waterfall
 - System analysis, Apache Kafka, ELK stack
- DEV
- Basic Concepts Comprehension
- PHP JS JavaScript HTML
- CSS SQL

Education

2006 - 2012

 PTY MIPSA

RTU MIREA — Russian Technological University (Moscow, Russia)

Faculty of Computer Systems · Engineer (Specialist degree)

Additional education & courses

2025

Jobs To Be Done: “How to Build Products”

Ivan Zamesin (Product Manager)

2023

Fundamentals of Kanban Systems

ScrumTrek · Delivery Manager track

2023

Management course “Code of Management”

manager.education

2023

TeamLeadConf

conference for engineering managers and team leads

2013

I-COMFERENCE’13

theRunet · Social and Mobile Communications

Languages

RUSSIAN - Native

ENGLISH - B1 (Intermediate)

Hobby

- Tennis
- science & educational content
- video games (mainly co-op and strategy)