Dmitry Braverman

Project Manager / Product Owner | Web Platforms, Media, Ad Tech, Fintech

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SUMMARY

Project manager with 20 years of delivering internet platforms in media, classifieds, ad tech and fintech. Took rb.ru from spec to launch in under 8 months against a fixed date backed by pre-booked TV and outdoor advertising. Twice built a delivery process from scratch in media companies (Sanoma, Forbes Russia), moving editorial requests into weekly sprints. Planned projects in MS Project throughout my career. Product background on top of delivery: built the monetization of rabota.ru from zero. Relocated to Israel in 2020 and worked in manufacturing and warehouse operations; since 2023, I specify and ship live web products end-to-end with AI coding agents. Targeting Project Manager roles, or hands-on Product Owner roles close to engineering and delivery.

SKILLS

- **Planning and delivery:** project planning and scheduling in MS Project (Gantt charts); Agile/Scrum with weekly sprints and backlog grooming; Jira, Confluence
- **Specification and vendors:** technical specification from stakeholder interviews; outsourcing contractor management; hiring development teams
- **Stakeholders:** cross-functional coordination across editorial, tech, marketing and ad sales
- **Product:** MVP definition, roadmapping, marketplace and classifieds monetization
- **Domains:** media platforms, classifieds and marketplaces, ad tech, fintech, logistics operations

EXPERIENCE

Independent Product Builder

Self-initiated product work | 2023 - present

I define requirements, logic, and UX, break the work into small tasks, and direct AI coding agents through implementation, testing, and iteration.

- **DrHolesto** (blood.sportomatics.com): reads uploaded lab reports, tracks 40+ biomarkers over time, and explains the results in plain language in English, Hebrew, Arabic or Russian. Tested on reports from three Israeli health funds and two Russian labs. Key decisions: non-diagnostic wording, older values marked as not current, trend charts only from three tests onward.
- **RackOps** (rackops.sportomatics.com): warehouse operations prototype based on my work at a large retail warehouse, with picker performance analytics, bottleneck detection such as forklift-dependent locations, a mobile app for warehouse roles and slotting recommendations for fast-moving items. Public demo runs on daily-regenerated synthetic data; presented to company management.
- **DTG Studio** (dtg.sportomatics.com): a GTD-based task manager where you pick what to do now instead of following a daily plan, with no overdue counters. Key decisions: an 80-question brain-dump wizard for the cold start, swipe triage on the phone, a kanban board on desktop.

Manufacturing and Warehouse Operations, Israel

2021 - present

- Electrician at Merkavim bus plant, then warehouse roles at Arka, Cybex and KSP.

Product Owner, Digital Transformation, Forbes Russia

2019 - 2020

- Introduced weekly sprints to a team that had no delivery process, so editorial requests were handled in weekly cycles.
- Owned the roadmap and delivered the relaunch of forbes.ru (1M+ MAU): moved the site from a ten-year-old engine to a Kubernetes-based platform and shipped a full redesign.
- Led a cross-functional team of 15+ across editorial, tech, marketing, and ad sales.
- Expanded ad monetization with new ad formats, dynamic ad serving, and programmatic sales; improved content feeds, added thematic collections and article discussions.

Project Manager, Sanoma Independent Media

2018 - 2019

- Built the delivery process from scratch: collected editorial requests, decomposed them into developer tasks and planned weekly sprints through grooming.
- Ran web development for Cosmopolitan, Esquire and Robb Report with a team of 10-12 designers and developers.
- Delivered a video section and thematic article grouping on Cosmopolitan.ru; integrated a third-party visual search service ("shop the look") with partner retailers such as Wildberries.

Founder / Contract Product Lead
2013 - 2018

- Ministry of Finance of Russia: took over a children's financial literacy project at an agency that lacked web expertise and delivered it on schedule for the Moscow Financial Forum.
- WebMoney: designed a unified site architecture and service templates for a legacy interface with millions of users.
- Sportomatics: founded a sports statistics visualization startup and built the MVP (19K players, 8K matches); development stopped when investor funding ended.

Manager, R&D, IPONWEB Ltd (UK)
2011 - 2013

- Delivered 10+ client-specific publisher interfaces on a white-label RTB platform from outline to release: prototyping, mockups, specifications and engineering handoff.

Project Manager, SmartContext, iConText
2008 - 2010

- Repositioned an automated PPC product (Google, Yandex, Begun) from agencies to small businesses: full demo before sign-up, ~$10 trial campaigns at the company's expense, cash top-ups through QIWI terminals.
- Monthly turnover grew ~100x and the user base ~10x within a year.

CTO, rb.ru, Sanoma Independent Media
2007 - 2008

- Took a business portal from spec to launch in under 8 months against a fixed launch date backed by pre-booked TV and outdoor advertising; launched on time.
- Planned the launch in MS Project; brought in an outsourcing contractor so development could start while hiring, then hired six developers.
- Wrote the specification after interviews with the project's initiators; handled server purchase and hosting; 10-12 direct reports within a ~50-person portal team.

CTO, Internet Department, FINAM
2005 - 2007

- Launched a portal for beginner investors as a client-acquisition funnel for the broker: learning content, virtual portfolios, copying followed traders on a virtual account, then a course or a real brokerage account.
- Learned the domain from scratch, from bonds and dividends to derivatives and technical analysis, to specify the product.

Head of Internet Projects, RDW-Media
2002 - 2005

- Ran product and promotion across rabota.ru, ucheba.ru and vashdosug.ru.
- Built the monetization of rabota.ru from zero: paid top positions, listing highlights, sponsored sections, an XML job feed for staffing agencies and bundles with the group's print newspaper. Monthly revenue grew from $700 to $30,000; rabota.ru reached #2 in the job search category of Rambler Top100.

LANGUAGES

Russian: Native | English: Professional working proficiency | Hebrew: Conversational