



Valentin Garkov

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Experienced global software product leader with a proven track record of delivering data-driven, scalable end-to-end experiences and leading cross-functional teams to achieve business outcomes. Led across multiple agile teams in high pressure/risk environments to deliver business results.

PROFESSIONAL EXPERIENCE

Razorfish

Senior Product Manager – Wegman's Grocery – Platform, Mobile App

May 2023 – Present

- Led strategy and prioritization for the full revamp of Wegman's E-commerce app and website. Workshopped with analytics and stakeholders, conducted consumer interviews, surveys, and research to identify key features such as, AI powered personalization, list/recipe shopping, and in-store connected app functionality.
- Created cadences and standards/principles for the program/portfolio, led creation of roadmap and E2E deployment across 5 scrum teams with heavy api integrations, leading a combined team of 18 developers.
- Spearheaded workshops with Martech stakeholders to redefine Wegman's personalization strategy to integrate multiple layers of predictive ai, in which user actions/purchases are in a feedback loop - delivering personalized content, offers, recommendations, bundles, and lists – which optimize to the user's preferences over time.
- Developed a variety of fulfillment tools to relieve Wegmans from a \$3M Instacart licensing contract.

Senior Product Manager – Bridgestone – Platform, Connected Vehicle, Growth

February 2022 – May 2023

- Directed product mobility solutions portfolio strategy and roadmap across multiple business units. Identified and developed product features spanning the entire enterprise, eliminated duplicate efforts across ARTs saving \$2M+ in development costs. Created enterprise level solutions for smart car/telematics connected products.
- Spearheaded product innovation across key internal and external stakeholders for Bridgestone's growth stage startup product Firestone Direct, a mobile app auto maintenance provider, achieving a 47% increase in valuation YoY to \$260M. Reported on product OKRs to Sr leadership each product iteration (PI).
- Implemented user acquisition features, including Basket Transfer and SSO integrations, reducing CAC by 34% and increasing FSD user base by 28%.
- Worked closely with stakeholders and end users which identified variety of feature opportunities (text-to-pay, cross sell/upsells, smart recommendations, additional offerings), resulting in a 67% increase in AOV, 75% increase in bookings, and 178% increase in revenue.
- Successfully led entire lifecycle from concept to launch (0-1) of *Bridgestone Fleet Care*, a B2B fleet maintenance marketplace platform featuring connected vehicle integrations, generating \$1M/mo in additional revenue through a soft launch go-to-market pilot with Firestone Direct (service provider) and Amazon DSPs.
- Led cross-functional teams through product roadmaps, prioritized against KPIs/OKRs, planned overlapping dependencies & roadmap across 3 SCRUM teams. Managed and mentored Associate PO and assisted in team staffing initiatives, leading a 30-person cross-functional team (UX, BE, Cloud, Mobile FE, QA).

VMLY&R Commerce

Senior Account Executive – John Deere

February 2019 – February 2022

- Developed a Tableau dashboard aggregating thousands of data sources using Python/SQL, providing John Deere with a first ever full-funnel view of media spend and site performance across all dealerships – giving the ability to analyze markets by month, product, region, market share, and channel to make key decisions.
- Developed an algorithmic media buying strategy targeted at new customer acquisition, utilizing variety of data sources to highlight opportunity gaps, resulting in an average of 54% market share increase in target areas.
- Led digital product development including build-your-own package apps and website revamps leading to a 33% increase in DTC ordering.
- Spearheaded strategy, creative, UX/UI, media, and digital execution of marketing efforts for key John Deere investment groups, managing over \$9M in combined budget, and overseeing \$4M. Worked directly with dealership C-suite to report on ROI.

Insivia

Product Strategist

February 2018 – February 2019

- Managed multiple website revamps and retainers, ensuring profitability against budget, and timely delivery.
- Performed Q&A, UX A/B testing, market research, and analyzed data reports to develop site solutions based on KPIs.

Pizzafire

Assistant Brand Manager

February 2016 – February 2018

- Revamped website and app experience. Decreased bounce rate by 12%. Increased online and pick-up orders from site by 28%.

Doc Shultz Premium Hand Sanitizer

Founder

January 2017 – Dec 2023

- Achieved E-Commerce returning customer ecommerce rate of 46%, net margins of 48%, and operating margins of 32%.
- \$150,000+ in sales during product launch year with no budget with a creative GTM strategy. Gained retailers such as Heinen's, Boxed.com, Cardinal Health, FSASTore.com, Cleveland Cavaliers (private label), and variety of boutique/regional grocery stores. Six figure exit in 2023.

Recognitions: Fully funded Kickstarter Campaign | Featured by Cleveland Scene, FOX8, Case Western Thinkbox

Magu Studios

Founder

September

2014 - May 2017

- Launched the world's first premium hemp denim brand winning write-ups from multiple publications; Developed an end-to-end supply chain with an artisanal denim mill in Japan & a fiber mill in the US. Achieved operating margins of 38%.

Recognitions: Featured by Kent State School of Fashion | Winner - Kent State Blackstone Competition.

EDUCATION

University of Akron

Akron, OH

Bachelor of Arts in Marketing Management

Graduation May 2017

SKILLS & INTERESTS

• **Technical:** Creative Brief Development, Jira, ADO, Java, .NET, Mulesoft, Cloud Storage, AEM, AEP, AJO, CDPs, Headless CMS, JS, React, Angular, HTML5, CSS, Cognito, QA, Python, SQL, APIM, REST, Algolia, ContentStack, CommerceTools, S3, AWS, Figma, Creative Cloud, Ai

• **Strategic:** Google Analytics, Adobe Analytics, Tableau, Data Analysis, Business Case Building, Opportunity Scoring, Agile Product Management, Product Leadership, Prioritization, Stakeholder Management, Budgeting, Branding, Go-to-market, SEO, Sales, Leadership, Mentoring

• **Volunteer:** Head for the Cure 2019-2021, YMCA Fundraising Events Sanitizer Supply | **Interests:** Ai, AR/VR, Startups