



Daria Glushkova

Senior Product Manager

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9+ years

building digital products

0 → 1

Employer Portal, Epassi

3.7 → 4.6

MyA2A app store rating

89% → 95%

NPS, Nissan Assistance

SUMMARY

Senior Product Manager with **9+ years** building B2B SaaS and B2C products in **HR-tech, Energy, Automotive & Tourism**. I take products from 0 to 1, **build prototypes myself with AI** (Claude Code, Lovable) and use data to decide what to build. Now leading the new Employer Portal at Epassi; previously contributed to AI startup Unread.ai.

- **Moderator** at Product Heroes Conference;
- Recognized in **Nova 111 Italy under 35** list;
- **Mentor** of **Women in Tech** program, Product Management stream;
- C1 Italian from zero in 1.5 years.

RECOMMENDATIONS

What colleagues and managers say about working with me: [read the recommendations](#) →

EXPERIENCE

Senior Product Manager

Epassi · Milan, Italy

Apr 2026 – Present (7 months)

B2B2C HR-tech / employee benefits, European fintech scale-up (FT 1000)

Onboarding & Integration, Epassi Synergy · **North Star metrics owner**. Employer Portal, Employee web & app, partner catalog (HR SaaS on Salesforce)

- Led the **0→1 launch of the new Employer Portal**, the HR admin platform for enterprise clients, from scope definition to Early Adopters go-live, with Operations, Commercial and external vendors;
- Ran an **end-to-end audit of the platform** and turned it into a prioritized fix plan and improvement roadmap, now in delivery;
- Redesigned **bulk employee import** for HR admins (preview of new / updated / terminated records) to prevent duplicate and corrupted data;
- Built a **data-driven business case for the CPO** on shifting employee spend from reimbursements to the partner catalog (**22 categories analysed, ~29% of volume addressable**), turned it into a **17-action roadmap** with a KPI per action and **working AI-built prototypes** (Claude);
- Built an **AI receipt-handling prototype in Claude Code** for employee reimbursement claims.

Digital Product Owner

A2A · Milan, Italy

Dec 2023 – Apr 2026 (2 years 5 months)

B2C, top Italian energy & utilities provider

MyA2A app (500,000+ users)

- Boosted app rating **3.7 → 4.6** by improving UX/UI and implementing user feedback loops;
- Delivered **30+ releases with 100% on-time sprint delivery**, incl. full redesign of core feature "Check Bolletta";
- Set priorities from **user feedback, discovery and AI-powered analytics**, turning insights into the roadmap.

Assistant Product Manager

Software2ue · Turin, Italy

Project work · Mar 2023 – Sep 2023 (7 months)

B2B automotive software integrator (35+ years in business). Clients: Stellantis, etc.

Stock management system (desktop)

- Collected and prioritized user requirements across **3 cross-functional teams (15+ devs)** to optimize the interface;
- Co-designed and delivered **10+ new features** (e.g., order management, dealer registry).

Data Product Coordinator, Big Data Analytics

Mar 2021 – Aug 2022 (1 year 6 months)

ex Atlassian Product Operations Manager

DM Basis · Moscow, Russia

B2B & B2C data analytics & Atlassian solutions agency. Clients: Nissan, Fiat, OBI, JOOM, etc.

Data Science marketing models and Atlassian integration projects

- Led **8-person Agile team** developing marketing predictive models (churn, purchase propensity, recommendations);
- Boosted **model accuracy +60% vs logic rules** through advanced A/B testing design;
- Co-launched Oracle BI dashboard (**6 teams involved**), reducing manual analytics workload **by 30%**;
- Delivered Atlassian implementation projects (Agile/Scrum) with **95% client satisfaction (NPS)** and met annual revenue targets.

Aftersales Digital Product Manager

Apr 2019 – Mar 2021 (2 years)

ex Customer Loyalty Manager

Nissan Motor · Moscow, Russia

B2B & B2C, global automotive leader, Fortune Global 500

Nissan & Datsun Assistance (concept, offering, website, app); Online body-repair calculator (concept, website)

- **Rebuilt 2 service products end-to-end**: concept, KPIs, delivery, optimization;
- Used NPS and survey analytics to fix key pain points: **service time -15%, NPS 89% → 95%**;
- Defined product KPIs and contractor performance dashboards across **3 countries / 1000+ partners**, aligning service ops with product metrics;
- Delivered Online Body-Repair Calculator MVP **on time and within budget**, enabling transparent cost estimation and reducing inbound calls.

Digital Product Manager

Apr 2017 – Mar 2019 (2 years 1 month)

Discover Moscow · Moscow, Russia

B2C, leading award-winning tourism platform about Moscow

Largest tourism website about Moscow

- Increased **user retention by 15%** through a hypothesis-driven redesign of a platform with **150k MAU**;
- Owned content strategy and UX/UI.

 SKILLS**Product & Leadership**

Product Strategy Roadmapping Prioritization Discovery AI-assisted Prototyping UX/UI CJM Business Cases

KPIs & Metrics A/B Testing Go-To-Market Product Marketing Stakeholder Management Cross-functional Alignment

Agile / Scrum Vendor Management

Tools

Claude Claude Code Lovable Figma SQL PostHog Mixpanel Contentsquare Salesforce Jira Confluence

Miro Notion

 EDUCATION**MS, Engineering and Management (Entrepreneurship)** · Polytechnic University of Turin · 2023 · GPA 102/110 · double degree**MS, Governance of Science, Technology and Innovation** · Higher School of Economics, Moscow · 2023 · double degree**MS, Social Sector Management** · Higher School of Economics, Moscow · 2021 · with honors**BS, Economics and Management** · RANEPA, Moscow · 2019 · with honors **COURSES**

- Product Marketing Certification (Product Heroes)
- UX/UI Design & Figma (Women in Tech)
- IT Product Development Bootcamp, 6 months (VK)
- Design Thinking for Innovation (Coursera)
- SQL and Databases (HSE)
- Data Analysis (HSE)
- IPMA Young Crew SOVNET member

 LANGUAGES

- **English** – fluent (C1, IELTS)
- **Italian** – fluent (C1)
- **Spanish** – intermediate (B1)
- **German** – pre-intermediate (A2)
- **Russian** – native