

Mikhail Girshovich

Head of Product

mikhail@girshovich.me · [+37491627156](tel:+37491627156) · [LinkedIn](#) · [GitHub](#) · Yerevan, Armenia | Relocation to EU | Remote

Platform Product Leader with 13 years in e-commerce and marketplaces, including 6+ years in product leadership. Built and scaled a multi-channel Customer Service platform spanning CRM for 3,000 agents, up to 60% automation, self-service Help Center, and moderation. Delivered €7M annual savings, 22% fewer contacts, and 40% better ops efficiency. Managed up to 12 PM. Hands-on with GenAI prototyping, LLMs, and API orchestration. Creator of anotherjob.app.

Experience

Head of Product

May 2020 – Dec 2025

Avito – World's largest classified ads platform with 80M+ MAU

Yerevan, Armenia (hybrid)

- Defined and delivered a **3-year Customer Service Platform strategy**: automation, CRM, and self-service. Secured board approval and **multi-million funding** with a business case, roadmap, and traction model.
- Launched and scaled an **automation platform** handling **1.5M independent resolutions monthly** across chat, voice, and email with 36% automation overall, up to **60%** in transaction, and **€7M annual savings**. Powered by **100+** internal and external API integrations and tailored for **7 business verticals**.
- Redesigned the **4M+ MAU Help Center** through JTBD discovery, UX research, mockups, and A/B tests. Result: **22% better contact rate** and a smoother user journey.
- Built and scaled the fully customizable multi-channel **Customer Service CRM** for 3k agents, **cutting AHT by 40%**, while also improving agent **Occupancy by 15%**. Owned adoption and efficiency end-to-end.
- Shipped AI features in production: intent recognition engine with 1k classes to power bots, LLM-based summarization, rephrasing, and **RAG-based assistant copilot**.
- **Grew the team from 0 to 9 PMs and 3 Group PMs**, remotely hiring and coaching Product Managers, setting PM standards, and introducing agile practices: PRDs and async cross-functional collaboration, roadmapping, goalsetting, product demo and OKR reviews, discovery sprints, prioritization framework, etc.

Senior Product Manager

Jan 2019 – May 2020

Avito – World's largest classified ads platform with 80M+ MAU

Moscow, Russia

- Built and launched core Customer Service tools: chat and email CRM, and admin panels, used daily by more than 1k support agents across operations.
- Owned full product lifecycle from discovery to delivery, collaborating with Tech and Ops to improve agent efficiency, usability, and data visibility, and enable CS processes.

Head of Sellers and Logistics Support Operations

Jun 2015 – Jan 2019

Yandex Market – Russia's top-3 largest marketplace

Moscow, Russia

- Launched phone and chat support in record time (3 months / 2 months) with 90/15 SLA and 90% CSAT, delivering industry-standard customer experience quality.
- Cut email response time from 21h to 7h (80% within 4h) through process and schedule redesign.
- Scaled the support operations team from 6 to 100 and implemented BI dashboards and performance metrics that enabled data-driven management and future automation.

Customer Support Specialist → Senior

Apr 2012 – Jun 2015

Yandex – Russia's largest search engine

Moscow, Russia

- Supported ads products (Yandex Direct, Yandex Market, Yandex Metrica)
- Trained new specialists, launched an online training course
- Transformed knowledge base → 15% fewer sales-related requests

IT Support Specialist

Feb 2007 – Apr 2012

Maison Dellos (restaurants) and Shtrih-M (POS terminals)

Moscow, Russia

Skills

Product Skills & Impact: Product strategy | Roadmapping | Business Impact Measurement | Discovery and Delivery | Market and User insights | Resource planning | Budgeting | Product Management | Project Management, Platforms | Automation and Gen AI (LLM) | Scrum/Kanban | ICE/RICE Backlog Prioritization | User Stories | CJM | A/B Testing and Piloting | Data-driven decision making | Product analytics | Competitors Benchmarking | UX testing | Market research | Vendor management | Optimization | JIRA | Tableau | Redash | Miro

People Skills: Distributed Team Leadership | Cross-functional Collaboration (Product, Tech, Design, Ops, DS, UX, etc) | Executive Stakeholder Management | Mentoring | Hiring

Languages: English (fluent, C1) | Russian (native) | French & Spanish (basic)

Community Contribution

- **Jury Member, CC Guru Awards (2019–2022, 2025):** Servicing as an independent expert assessing entries for Russia's leading national award in customer service technology
- **Finalist, CC Guru Awards (2023):** Shortlisted in *Best Use of Automation and Robotics Technologies*
- **Invited Expert, Avito Product Leaders School (2024–25):** Trained Sr. PMs for a group leadership role
- **Mentorship (2024–2025):** Provided voluntary 1:1 mentorship to aspiring managers outside my org

Certifications

- Generative AI for Product Managers – GoPractice, Inc (2025)
- ML/AI Projects Practicing Course – GoPractice, Inc (2023)
- Financial Markets and Institutions Training – Higher School of Economics (2020)
- COPC Implementation Leader – COPC Inc. (2019)