Ekaterina Vorobeva

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Senior Project Manager with over **10+ years of experience** in the Fintech, Banking, IT Software, Data and Digital domains. All my projects and products were implemented in an Agile (Scrum, Kanban) / Waterfall format in a complete Software Development Life Cycle (SDLC).

My experience extends to a deep understanding of project delivery in Back-end, Front-end development, where I apply ideas to drive growth by aligning technical solutions with business goals to achieve impactful results.

Key achievements:

- Managed diverse portfolios of 30+ projects across financial and IT sectors with a budget of up to 8M USD.
- Managed a team of up to 70 people (UX and UI Designers, Developers, Business Analysts, Data Analysts,QAs, Project Managers, etc.).
- Saved 45% of the budget for Cetelem's Bank projects through optimized resource allocation.
- Improved team productivity by 15% through workflow automation and collaboration strategies.
- Have experience in StartUp, created business processes from scratch and optimasion all product processes.
- Launched innovative document flow simplification software at Trust Bank within 3 months.

WORK EXPERIENCE

Senior IT Project manager *at Cetelem, 03.2023 – Present*
The BNP Paribas Group subsidiary leader in personal financing in France and Europe

- Leading the effective management of **35** IT projects (delivery projects for optimization of information and software systems, integration of modules and ERP-systems, CRM, 1c and Bitrix24, modules and information systems. I had experience with back-end development and front-end (mobile ap and Web-site).
- Ensuring adherence to budget, timeline, and technical specifications.
- Managing teams of up to 70 people, fostering a collaborative and high-performing environment.
- Playing a key role in feasibility analysis and technical evaluation of proposed fintech initiatives, mitigating risks and
  maximizing ROI potential.
- Defining project goals and objectives collaboratively with business units, gathering and coordinating essential
  requirements for processes, products, infrastructure, services, and interfaces.
- Assembling high-performing project teams and developing comprehensive project documentation.
- Building strong relationships with project sponsors, regularly communicating project status.
- Proactively identifying and mitigating project risks through comprehensive risk management plans.
- Collaborating closely with the IT procurement department to secure resources and services, adhering to strict
  compliance guidelines.
- Cultivating productive relationships with partners, external vendors, and internal divisions, facilitating cross-functional
  collaboration and overcoming project challenges.

- Generating reports and analyses to evaluate project effectiveness and identify areas for improvement.

  Achievements:
  - Increased ROI by **27%** through rigorous feasibility analysis and risk mitigation strategies.
  - Reduced project delays by **10%** by clear task planning of all stages of launching**.**

Project/Product Manager at *Otkritie*, 03.2019 – 11.2022
Real estate and investments banking

- Supported the full software lifecycle, covering application development and people management, testing, and leading go-to-market activities for 3 projects.
- Led international delivery teams (up to 147 employees) to ensure the successful provision of software services.
- Defined project scope, milestones, tasks, deliverables, and resource planning.
- Owned release plans and closely collaborated with integrated systems owners and stakeholders throughout the lifecycle.
- Worked closely with multi-disciplined teams of product owners, project and delivery managers, architects, engineers, and QA to drive estimates, delivery plans, and retrospectives.
- Identified and managed engagement risks and flagged major issues early.
- Managed C-level client relationships.

  Achievements:
  - Successfully managed a diverse portfolio of **12** real estate and investment projects.
  - Improved team productivity by **15%**, automating manual tasks and streamlining workflows.

Project manager at *F5-SERVICE*, 07.2018 – 12.2018
SaaS-based security, networking, and application management services.

- Implemented process optimization solutions for 20 companies.
- Developed and documented comprehensive technical specifications.
- Utilized CRM to streamline contract management, ensuring all obligations were met.

  Achievements:
  - Reduced operational costs by **5%** through streamlining billing processes.
  - Developed and enforced standardized technical specifications. Reduced project errors by 5%.

Project manager at *ITE Group,* 02.2017 – 05.2018
Trade and industrial exhibitions

- Compiled comprehensive financial reports on trade and industrial exhibition project performance.
- Generated data-driven analytical reports summarizing team member contributions, identifying key performance indicators and areas for improvement for future projects.
- Developed detailed technical specifications for each team member.
- Delivered onsite staff training programs.
- Orchestrated event operations at the exhibition site, resolving challenges, managing stakeholder relations (partners, sponsors, contractors), and adapting to program changes in real-time.
- Recruited qualified personnel according to pre-defined criteria, building a high-performing team.

- Utilized FloorPlan software to design and visualize the event layout, optimizing space utilization and enhancing attendee experience.
- Negotiated and drafted contracts with clients and suppliers, minimizing contractual risks and ensuring compliance with regulations.
- Proactively monitored contractual obligations, promptly addressing any discrepancies and safeguarding both financial and reputational interests.

Product Manager *at SABU GROUP LTD* 09.2015 - 01. 2017
International import of goods

- Negotiated cross-border supplier contracts, ensuring cost-effective procurement and mitigating vendor risk.
- Designed user-centric product packaging aligned with branding guidelines.
- Developed and executed data-driven marketing campaigns.
- Conducted comprehensive market research, including competitive analysis and US market trends.
- Build strong relationships with key stakeholders and partners, including financial institutions and regulatory bodies, facilitating seamless project execution and collaboration.
- Managed import/export compliance, preparing customs documentation and navigating regulatory complexities to ensure timely delivery of critical assets.
- Designed and optimized global logistics networks, including multimodal transportation solutions and route optimization, guaranteeing efficient and cost-effective delivery of goods and services.
- Leveraged A/B testing and analytics to drive continuous improvement in performance and maximize ROI.
- Facilitated collaborative partner meetings to align stakeholders, resolve key issues, and ensure project success.
- Managed online product presence across web platforms and social media, driving brand awareness and customer engagement.
- Tracked and analyzed key product metrics, such as customer acquisition cost and user engagement.

EDUCATION & CERTIFICATES
2023 **Product Manager Certificate** | Skillbox
2015 **Professional Training, Translation and Interpreting** | Russian University of Transport
2014 **MA, Logistics** | Russian University of Transport

► Tech domains: IT software development | FinTech | Business process optimization| Web Apps | Digital | Google Docs | Google Cloud | Google Cloud Platform (GCP) | Digital Marketing |

► Soft Skills: Taking responsibility for results | Ability to ask and answer "uncomfortable" questions | Excellent organizational skills | time-management | Interpersonal skills in dealing with vendors & customers | Leadership | Strong communication and presentation skills | Troubleshooting | Self-motivated |

► Tools: Google Analytics | Confluence | MS Project | Gantt Pro | MS Visio | Keynote | GitLab | Notion | Jira | Trello | Miro | Business studio | CoralDraw | FloorPlan | Photoshop | CRM | Lotus Notes