

Yuriy Egorov

Head of Product / CPO · AI-native · International

I turn ambiguous, high-stakes bets into shipped products.

I take products that don't exist yet from zero to live across Europe, MENA and Southeast Asia. My edge is AI-native: a new operating model rolled out across an entire company. Inspiring and driving teams is what I'm wired for. I lead with conviction, and people pick that up.



Get in touch

See selected work

Evidence over adjectives.

1st

profitable full operating year
for the global business

#1

for driving new approaches in
the company's 360° review,
rated among its top leaders

4x

AI-tool adoption at a client:
~90% active use, 40-60% time
saved

~10x

new-customer acquisition,
from self-service onboarding
built from scratch

100s

of client demos, talks and
negotiations across three
regions

17^{yr}

building 0→1 across
industrials, banking,
automation and payments

Momentum

H1-2026 sales already ahead of all of 2025. International terminal sales scaled sharply year over year, and the European payment-processing partnerships (Rapyd, PAYA, SynthiaX, Shift4) are signed.

What I build, and how.

Most recently: a universal cloud cashless solution for unattended retail, built from zero. Full-stack, from hardware and firmware to unit economics. I owned the customer jobs, the architecture, the UX and the delivery, and customers tell us it's easier to use than the tools they had before. I negotiated European payment-processing partnerships (Rapyd among them) from first contact to signed contracts, and took the global business to its first profitable full operating year.

That AI-native operating model runs through all of it. Over the last year I led the AI transformation in-house: a dedicated internal tooling team, and processes rebuilt around AI agents. Then I ran the same playbook for outside companies. One client's own quarterly review reported **4x AI-tool adoption at ~90% active use and 40-60% time savings**.

Across 17 years in industrials, chemicals, banking, process automation and payments, I've learned where I'm strongest as a product leader: the ambiguous, high-stakes, 0-to-1 bets. One strength here is DISC-verified rather than self-reported: I stay fully effective running several tracks at once, under uncertainty and stress. I'm engineer-literate enough to write a spec a team can build without a meeting, and conventions plus AI agents hold the whole company, myself included, to that bar. I care about the P&L as much as the design.



The terminal: hardware and firmware.

AWAY FROM THE DESK

Endurance racing, since 2013

Team manager and driver at RedSTeam, including a top-3 finish in the 24-hour CLASSIC24. Leading a crew and holding your line under pressure for a full day is the same discipline I bring to hard products.



On the podium, RedSTeam

Selected work.

AURENCY · 2024-PRESENT

A universal cloud cashless solution for unattended retail, built from zero

Owned the product end-to-end, from the payment terminal and its firmware to the cloud platform and go-to-market across three regions.

→ Live and growing in three regions. It is the product the company sells today, and customers say it's easier to use than the tools they had before.

AURENCY · 2024-PRESENT

European processing partnerships and international scale

Negotiated European payment-processing partnerships from first contact to signed contracts, opening card acquiring across the EU, and led BD across Europe, MENA and Southeast Asia.

→ Terminals became sellable across the EU, and the global business turned its first full-year profit.

Growth, a mobile-first rebuild, and a stalled integration shipped

Launched self-service onboarding, rebuilt the core product into a fast mobile-first PWA, and took a coffee-machine integration (Dr.coffee) stuck for ~1.5 years to a shipped commercial product.

→ New customers went from ~10-15 to 120-150 a month, signing up on their own. Over half the users moved to mobile. The Dr.coffee product went into production stronger than any alternative, including the manufacturer's own OEM.

AI transformation: inside & out

- Internal AI-tooling team; processes rebuilt around agents
Spec turnaround ~a month → days; proposals days → under an hour
- Same playbook shipped for outside companies: 30+ working AI assistants
Client's own review: 4× adoption, ~90% active, 40-60% time saved

AI, put to work.

Not pilots and demos. An operating model that runs in production – and the things it handed me that nobody planned for.

LATEST · 2026

I built a map of my own product. Then it started handing me things I never planned for.

Repositories, ticket specs, two years of support archives and the old manuals went into one model of the product. Then a Playwright agent walked every screen and every control, took the frames, and wrote down not only what each one does, but why it exists at all – the part that sits in no mockup and no spec.

[Read how it works](#)[Get the recipe on GitHub](#)

- **Four bugs QA had never seen and eight server calls no document knew about** – on a single screen.
- A tester wired to the map went from **three tickets a day to ten-twelve**, in six weeks. Then came asking for work out of the old backlog.
- A storyboard of live screens replaced the pile of mockups: **a big new feature designed in two days**.
- A graph over **21,820 messages and 786 requests** named the real bottleneck – not the loudest topic, the one running through all the others.

ALSO · 2026

Close leftover windows without leaving Mission Control.

macOS 27 breaks Mission Control Plus. Mac can show every window at once. That's Mission Control, and you still cannot close anything from there. I put a close button on each one. Accessibility only; screen recording is never requested.

[The product page](#)[Download the latest version](#)

- Tidy the desk in one pass, then find the window you need **by looking**.
- At rest the process uses **0.078% of one core**.
- Screen recording is **never requested**.

Credentials & craft.

Certified, and applied in the work. Tap a badge to open the certificate.



SCRUM.ORG · 2019

Professional Scrum Product Owner I

Product ownership on a rigorous Scrum foundation: maximizing value and ROI across a product's life. In practice I reshape teams into autonomous, high-ownership Scrum orgs that plan and decompose their own work. Release stability goes up without micromanagement, and people stay motivated.

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Verify → <https://www.scrum.org/certificates/434030>

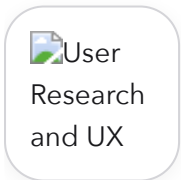


ADVANCED JTBD · NEXT MOVE THEORY · 2025

Jobs-to-be-Done, at method depth

Trained by Vanya Zamesin, author of the Advanced JTBD method. It's my main discovery tool: segmentation by jobs, job maps and AJTBD interviews on real products.

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NETOLOGY · 2020

User Research & UX Analytics

Formal grounding in user research and UX analytics, the discipline that keeps product decisions tied to real user behavior.

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Let's build something hard.

I'm most drawn to the ambiguous, high-stakes bets: new markets, new products, partnerships that are stuck. If you're building something hard and international, let's talk.

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TELEGRAM

[@fazerx](#) →

Almaty · working internationally · open to relocation to Europe

Yuriy Egorov – AI-native product leadership

2026

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