

Evgeny Fisun

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20+ years of experience in digital business at the intersection of product, marketing, and business development. Built and scaled B2C and B2B products and business lines at VK, Mail.ru, and Media1, including launching new ventures within large companies. Responsible for product strategy, P&L, audience growth, monetization, and ecosystem development. Managed cross-functional teams across product, development, marketing, and partnerships, with budgets exceeding RUB 300 million. Experience launching new products — from hypothesis testing and business model design to MVP and scaling. Entrepreneurial background (own business and startups). MBA, technical background, English C1

Professional Experience

2025–2026 – AI Startup “Virtual Secretary”

Head of Product and Business Development, Co-founder

AI-based digital assistant for personal task and affairs management.

- Defined the value proposition and MVP roadmap
- Developed the product business concept and calculated unit economics
- Helped the company become a Skolkovo resident

2020–2024 – VK

Head of Promotion (VK Video)

- Built a promotion system for exclusive content, growing the audience more than 3x (>1,000 content episodes in the promotion funnel)
- Developed an ROI forecasting model for video content, optimizing investment in content acquisition and production (>1,000 episodes)
- Created the VK Video SMM function, scaling the audience from 0 to 1 million users in one year
- Attracted >280 top creators and >200,000 pieces of video content (free of charge, through value proposition)
- Prepared product recommendations for platform development based on user behavior analytics and content metrics

Head of Business Development and Marketing (VK Gifts)

- Developed and implemented the product development strategy, including business model, P&L, and roadmap
- Managed key product and commercial metrics (MAU, DAU, CR, GMV), ensuring target performance
- Built the business line’s operating model: processes for product, marketing, and partnerships collaboration
- Built the partner ecosystem infrastructure (partner base, assortment, profitability calculator, onboarding)
- Signed 25 partner agreements and populated the product catalog

2018–2020 – SoundBox.tv (own venture)

Founder, music video service

2011–2018 – Media1 Television Holding

Chief Product Officer, Head of Internet Projects Department

- Implemented the holding's digital assets development strategy
- Led a team of 15, including product development
- Relaunched the "MUZ-TV" and "Yu" websites, growing MAU from 0.5 to 4 million
- Launched mobile and Smart TV apps and the ClipYou video service (including API development and reporting automation)
- Delivered successful product marketing using SEO, SMM, performance marketing, growth hacking, and affiliate programs
- Made the "MUZ-TV" SMM channel a market leader (>3 million followers) through marketing and content strategies
- Built relationships with video content rights holders
- Successfully monetized the digital business line

2008–2011 – Mail.ru Group

Product Manager (video.mail.ru, foto.mail.ru)

- Gathered requirements and analyzed key metrics
- Tested product hypotheses, ran A/B tests, and analyzed customer journey maps (CJM)
- Managed the product backlog and the development team using Agile (Scrum)
- Rolled out new functionality and large-scale UX/UI changes
- Built partner relationships with rights holders
- Delivered successful product marketing within the MRG ecosystem

2008–2011 – Expert Promo LLC (part-time)

CEO and Founder

Advertising marker boards. Achieved top search rankings on Yandex/Google. Investment paid off.

2005–2008 – Kushnir Production, PR Agency

Head of Internet Projects Department

Developed an electronic document management system, modernized the website, and led online promotion and special projects.

2000–2005 – Freelance

Web Development and Own Projects

Own projects: StreetLife.ru, SubCulture.ru, Floristic.ru, RnBParty.ru, and others.

Key Competencies

- **Strategy & Product:** Product strategy management, launching and scaling digital products and business lines, managing the product lifecycle from MVP to growth.
- **Product Development:** Roadmap formation and prioritization (RICE/ICE), hypothesis testing, MVP, A/B testing, CustDev, and product analytics.
- **Growth & Monetization:** Growth of key product metrics, development of monetization models, P&L and unit economics management, growth of advertising and partnership revenue.
- **Organizational Leadership:** Managing cross-functional teams (product, tech, marketing, partnerships), building product development and delivery processes.
- **Partnerships & Business Development:** Strategic partnerships, B2B/B2C business development, negotiations at the top-management level.
- **Communication & Stakeholders:** Presenting product and business results to C-level stakeholders, managing expectations and aligning strategic initiatives.

	• Tools & Approach: Data-driven decision-making, product analytics, Agile/Scrum, Jira, Confluence, Figma, Miro, Notion, SQL, AI tools.
Additional	• Speaker at ReForum • Expert judge, Runet Prize 2023–2024: evaluated 50+ projects
Education	• MGRI, Engineering Geology (2004) • RANEPA, MBA with Honors (2022) • RANEPA, Master’s Degree, Management (2023) • Digital Business Transformation (course, 2024) • Product and Digital Project Manager (course, 2025)
Languages	English – C1 (EF certificate) Russian – native