

Ilya Sinelnikov

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Executive Summary

Seasoned product leader with 20 years of experience. Building products in robotics, micromobility, automotive.

Bridging Hardware, Embedded Systems, Software, IoT, Cloud, Web, and Mobile to deliver exceptional user experiences aligned with business goals.

Proven track record of founding and scaling successful startups, from pioneering a Bluetooth-based mobile marketing platform to leading the development of cutting-edge electric scooters and wireless EV charging platforms.

Recognized for delivering results under pressure and navigating dynamic, uncertain environments. Owning roadmap at all levels, building teams and processes, developing go-to-market strategy and executing them effectively. Skilled at balancing strategic vision with hands-on execution, building and managing cross-functional teams from zero to one, and scaling from one to many.

Professional Experience

WiTricity | Boston, MA

Wireless charging for electric vehicles

Principal Product Owner

Apr 2024 — present

- **EV Wireless Charging Launch:** Transformed WiTricity's wireless charging solution from a 10-year long R&D initiative into a market-ready product for commercial fleets
- **Team Strategic Alignment:** Identified and addressed key gaps in market strategy, team composition, and execution, improving development speed by 31%
- **Vehicle Integration and UI Design:** Directed design and development of the vehicle integration kit and in-vehicle display UI, achieving secure and seamless charging with a 99.4% success rate
- **Fleet Management Cloud Platform:** Defined and implemented requirements and design for a cloud platform tailored for fleet managers, enabling comprehensive monitoring, usage analytics, and streamlined charger management
- **Profitability Roadmap and Key Metrics:** Developed a strategic roadmap and P&L to drive the solution toward profitability by 2027, defined key business metrics

Superpedestrian | Cambridge, MA

Vertically integrated electric scooter manufacturer and shared fleets operator

VP of Product Management and Design

2022 — 2024

- **Strategic Realignment for Profitability:** Reshaped the company's strategy during an economic downturn, improving trip cost margin by 27%
- **Global Market Expansion:** Scaled the company's footprint, doubling ridership year-over-year and reaching over 2 million unique users with 20 million trips across 60 markets with \$45M in revenue
- **AI-based Sidewalk Detection Innovation:** Launched the global Sidewalk Detection and Prevention feature based on AI and ML with a 99.3% success rate, setting a new safety standard
- **AI-based Parking Solution:** Launched an AI-driven parking compliance system using real-time photo analysis via mobile devices, achieving a 78% reduction in illegal parking
- **Strategic Partnership with Google:** Established a key partnership with Google Maps in 50 cities, enhancing scooter visibility and ridership by 12%

Director of Product Management

2018 — 2022

- **Scooter Product Development and Specification:** Defined scooter requirements and engineering specifications, incorporating 318 features and setting industry standards
- **Predictive Maintenance Innovation with Machine Learning:** Launched Scooter Predictive Maintenance tools utilizing AI and ML reducing the total cost of scooter ownership by 40%
- **Consumer Mobile App Launch:** Launched a consumer-facing app on iOS and Android within 4 months, overseeing UX/UI to ensure a seamless and engaging user experience
- **Vehicle Intelligence System:** Developed and launched a Vehicle Intelligence System that automatically detected and self-corrected over 100 potential scooter failures in real-time
- **Team Growth:** Scaled the product team from a solo position to a cross-functional group of 15 product managers, data analysts, and designers to own 8 different products

Envy Rent | Honolulu, HI

First two-sided car rental marketplace for car dealerships, automotive

Chief Product Officer and Co-founder

2015 — 2018

- **Startup Launch:** Achieved \$1.6M revenue and profitability in 9 months with initial budget of \$50K
- **Technical Innovation:** Developed an automated parser, backend and front-end to seamlessly integrate dealership listings from cars.com into rental offerings
- **Customer-Centric Excellence:** Built a high-quality customer support team that delivered an exceptional user experience, earning thousands of 5-star reviews across major platforms

Dapple Gray Agency | Moscow, Russia

CEO and Founder

2009 — 2014

- **Software Development:** Delivered over 20 projects across software development, mobile development, ecommerce, and SaaS
- **Pioneering User Experience in Automotive:** Designed and launched the first interactive, photo-realistic car interior configurator setting new UX standards for user engagement

Lexil Bluetooth Platform | Moscow, Russia

CEO and Founder

2005 — 2009

- **Startup launch:** Founded the world's first Bluetooth-based marketing platform in the pre-iPhone era, introducing a novel approach to proximity marketing
- **Hardware and Product Development:** Designed and developed a first-of-its-kind hardware device for Bluetooth-enabled phone discovery and data transmission
- **Growth and Team Leadership:** Secured \$1.5M in Seed and Series A funding, scaling the team to 60 people and building a strong foundation for continued innovation

Education

MS in Cybersecurity and Information Assurance

Northeastern University, Boston, MA | 2013 — 2015 (Dean's Scholarship)

BS in Economics and Information Systems

Plekhanov University of Economics, Moscow, Russia | 2001 — 2006 (Summa Cum Laude)

Patents and Awards

- Licensed Scrum Product Owner (2020)
- Service of the Year award: "Interactive Web 2.0 car interior constructor" (2014)
- Recognized as a "Top 10 Young Entrepreneur" by Money Magazine (2008)
- Holder of three Bluetooth Mobile Terminal Network patents (2007)

Teaching and Mentoring

Mentor and instructor, MassRobotics Accelerator (2024 — current)

Guide startups on go-to-market strategies, product development and prioritization

Advisor, City of Cambridge Micromobility Group (2019 — 2021)

Consulted the city policy group on city development strategies