

Ilya Sinelnikov | VP of Product and Design

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20+ years building and scaling startups in **AI, robotics, cloud, IoT, and user-facing services**

Leading Product development of Conversation Intelligence Platform and Voice AI at Modulate

Built and operated Superpedestrian's micromobility fleet end-to-end — from **e-scooter hardware** to **rider app and field ops** — delivering **20M+ rides** and **\$45M revenue** across **60 global markets**

Founded 2 startups scaling from concept to revenue

MODULATE.AI — *AI for real-world voice intelligence*

Boston, MA

VP of Product and Design

2025 — present

- Owned end-to-end roadmap across ML, API, and platform, aligning business and engineering needs
- Launched Conversation Intelligence Platform in 3 months, generating 50K trials in the first 24 hours
- Rebuilt development process into an agile OKR-driven model, increasing deployment frequency 3×
- Delivered a customer-facing performance dashboard with real-time metrics and alerts

WITRICITY — *Wireless charging for commercial EVs*

Boston, MA

Principal Product Manager

2024 — 2025

- Commercialized 10-year long R&D of wireless EV charging, reaching **99.4% charge success rate**
- Launched operator and user-facing cloud portal for diagnostics, OTA updates, charger management
- Defined roadmap and multi-year P&L, aligning teams and investment strategy toward 2027 profitability
- Designed and developed in-vehicle parking assistant, achieving **99.1% first attempt success rate**

SUPERPEDESTRIAN — *Vertically integrated smart e-scooter solution*

Cambridge, MA

VP of Product and Design

2022 — 2024

- Owned **full roadmap and product lifecycle** for 8 HW/SW systems and ops tooling
- Improved gross margin per trip by 27% via **AI-based routing and fleet deployment tools**
- Doubled ridership YoY reaching **20M+ trips** across 60 markets, generating **\$45M in revenue**
- Piloted **AI-based Sidewalk Detection** with a 99.1% success rate, setting a new safety standard
- Launched an **AI-powered Parking Compliance System with AR** reducing illegal parking by 78%

Director of Product

2020 — 2022

- Deployed Scooter Predictive Maintenance platform with ML **reducing TCO by 40%** and **improving uptime from 64% to 89%**
- Scaled a high-performing **product org of 15 PMs**, expanded product ownership across 8 domains
- **Cultivated A/B testing** for all new features, market config and pricing, **improving revenue by 15%**
- **Aligned conflicting priorities** across hardware, ops, and market teams to keep roadmap on track

Principal Product Manager

2018 — 2020

- Defined user-centric HW/SW specs of 318 features for the **safest** and **longest-living** shared scooter
- Specified and executed end-to-end compute strategy for **embedded perception** and geofence
- Launched a **Vehicle Intelligence System** that self-corrected 100+ scooter failures in real-time
- Designed UI/UX and rolled out **iOS and Android rider app** in under 4 months, adopted **2M+ riders**

ENVY RENT — *First two-sided car rental marketplace for car dealerships*

Honolulu, HI

Founder and CPO

2015 — 2018

- Launched startup with **\$50K budget**, reached **profitability in 60 days** and scaled to **\$1.6M revenue**
- Created product vision, executed GTM strategy, scaled the team to support **5x booking increase**
- Developed an end-to-end booking & pricing engine with automated onboarding from dealership APIs
- Built an exceptional customer support team earning a **4.9-star average rating** across 1100 reviews

DAPPLE GREY AGENCY — *Development, design, and consulting*

Moscow, Russia

Founder and CEO

2009 — 2014

- Delivered **100+ tech projects** B2B and B2C in cloud, software, and mobile across various industries
- Designed and launched the first interactive car interior configurator **boosting customer sales 250%**

LEXIL — *Bluetooth devices and proximity marketing platform*

Moscow, Russia

Founder and CEO

2005 — 2008

- Launched Europe's first proximity devices and marketing platform, built **MVP in 3 months**
- **Raised \$1.5M** in Series A, grew team to **50 people**, scaled to **40+ enterprise customers**

Teaching and Mentoring

Mentor, MIT Sandbox

2025 — current

- Guided early-stage robotics teams on GTM, hiring, and roadmap prioritization

Mentor and instructor, MassRobotics Accelerator

2024 — current

- Guided early-stage robotics teams on GTM, hiring, and roadmap prioritization

Advisor, City of Cambridge Micromobility Advisory Group

2019 — 2021

- Consulted the city policy group on development strategies and interface

Patents and Awards

- **Licensed Scrum Product Owner** (2020)
- Service of the Year award — “Interactive Web 2.0 car interior constructor” (2014)
- **Top 10 Young Entrepreneur** — *Money Magazine* (2008)
- **3 patents** on Bluetooth Mobile Terminal Systems (2007)

Education

MS, Cybersecurity — Northeastern University, Boston, MA | *Dean's Scholarship*

BS, Information Systems and Economics — Plekhanov University of Economics | *Summa Cum Laude*