

# Ilya Sinelnikov

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## Executive Summary

**Seasoned product founder and leader with 20 years of experience at the intersection of robotics, hardware-software integration, IoT, cloud, and mobile applications, with expertise in user-centered design and bringing products to market.**

Proven track record of founding and scaling successful startups, from pioneering a Bluetooth-based mobile marketing platform (pre-iPhone era) 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. 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.

Known for driving innovation and creating sustainable, profitable business models.

## 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%
- **SaaS Transformation:** Led an initiative to enable software-driven revenue opportunities, adapting the existing technology stack to create scalable SaaS solutions
- **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 in 8 countries, contributing to \$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 in micromobility
- **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 and Design

2020 — 2022

- **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
- **Agile Transformation:** Spearheaded a company-wide shift to agile methodologies, boosting productivity of 60+ engineers by 22%
- **Technology Consolidation:** Unified internal operations by consolidating the full-stack technology suite from an acquired hardware and embedded company
- **Predictive Maintenance Innovation with Machine Learning:** Launched Scooter Predictive Maintenance tools utilizing AI and ML reducing the total cost of scooter ownership by 40% and improving scooter uptime from 64% to 89%

### Principal Product Manager

2018 — 2020

- **Market Research and Product Strategy:** Conducted comprehensive market research and competitive analysis of 53 scooter models, identifying key customer needs and opportunities
- **Scooter Product Development and Specification:** Defined scooter requirements and engineering specifications, incorporating 318 features and setting industry standards
- **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

## **Envy Rent | Honolulu, HI**

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

### **Chief Product Officer and Co-founder**

2016 — 2018

- **Startup Launch and Rapid Growth:** Achieved \$1.6M in revenue within 18 months with a \$50K budget
- **Technical Innovation:** Developed an automated parser, backend and front-end to seamlessly integrate dealership listings from cars.com into rental offerings
- **International Partnership:** Forged a strategic partnership with the largest Chinese car rental marketplace, resulting in a 190% increase in bookings
- **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 including Facebook, Yelp, TripAdvisor, and Google

## **Bureau Gorbunov Product Management School | Global**

### **Head of Product**

2013 — 2016

- **Educational Innovation in Product Management:** Launched the first distance-learning platform for product owners and managers
- **Scalable Business Model:** Built a self-sustained business model that achieved profitability within the first year, reaching \$500K in revenue
- **Industry Partnerships for Student Success:** Established partnerships with top-10 companies to secure co-op and full employment for standout graduates

## **Dapple Gray Development Studio | Moscow, Russia**

### **CEO and Founder**

2008 — 2013

- **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

*Bluetooth devices and location-based marketing platform*

### CEO and Founder

2005 — 2008

- **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, laying groundwork for location-based marketing
- **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

### Teacher, Plekhanov University of Economics (2010 — 2012)

Created lectures and workshops on product development for senior students

### Active contributor to a product management community (2010 — present)

Published an interactive e-book "Meeting room" and 350+ articles about Product management