**Anatoli Shevtsov**

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**Product Management | Market Analysis | Retail Market | Merchant Services | Agile Methodologies |**

**Pre-Sales |Customer Relationships | Vendor Management**

**B.S-level educated computer and software engineering** with years of experience across different sectors and roles in technology. Owning History of success managing complex projects from the design stages through implementation to delivery through pilot and to mass rollout. Succeeded in both leadership and team roles with diverse groups of professionals and within high-pressure and competitive environments. Multiskilled, multilingual and multicultural professional with an ability to manage relationship with various backgrounds. Passionate in solving financial, business, technological and social issues for companies and customers by personal approach and listening. Committed to improve existing processes for effective usage of available resources.

**CORE COMPETENCIES AND ACHIEVEMENTS**

* **Advanced knowledge of Banking and Merchant Services:** I’ve built electronic payment systems for Retail and eCommerce environments. Heavily experienced in development of merchant services, include accepting traditional methods of payment like credit cards, ach. Extensive familiarity in alternative methods of payment like CUP, JCB, Swift, BACS and SEPA. Deeply familiar with the industrial standards like PCI Compliance, HIPA, OFAC list, BAMs, GDPR and others.
* **Retail Markets Pre-Sales Expert.** Succeeded as converting potential revenue to actual, managing all aspects of Retail markets sales. Unique abilities to build new customer relationships while developing and maintaining existing ones.
* **Dynamic Communicator and Negotiator.** Negotiated and sealed several value deals. Visited 20+ countries, being exposed to a numerus of cultures. Fluent in English, Hebrew and Russian.
* **Proven Success in Revenue Expansion.** Was able to analyze and to find gaps within a customer business to be able later to offer more services and software products. Negotiated deals on behave of my employers.
* **Keen Attention to Detail.** Accurate, reliable, and diligent. Always complete projects/tasks within budgets and schedules. Can handle any ongoing challenges. Excelled in academic research and business writing.
* **Community Involvement** Engaged in numerous fundraising initiatives, effectively communicating with donors, volunteers and other sponsors. Served as a volunteer in an organization to visit adults in hospitals.
* **Systems Utilization and Technology Skills.** Proficient Microsoft Office Suite. In love with Slack, Jira, SharePoint and Webex Teams. Advanced user of SQL and PlantUML

**PROFESSIONAL EXPERIENCE**

**[Sr. Strategic Product Manager](https://www.linkedin.com/company/siriusxm/)**

**SiriusXM – Connected Vehicle, Irving, Texas July 2019 -Present**

* Responsible for building and launching SiriusXM Connected Vehicle’s (SXMCV) E-commerce Platform.
* Leading the development and execution of the eWallet, Vault and Payment Gateway
* Conducting 3rd Party vendors selection based on experience, pricing and other critical capabilities .
* Driving the UI/UX and Research teams with design and testing to optimize customer experience
* Orchestrating and giving demonstrations for trade shows, OEM partners, and product videos
* Managing integration plans and UI/UX with e-commerce merchant partners
* Conducting strategic analysis, competitive benchmarking, business case, and funding activities for e-commerce

**Technical Product Owner**

**Examsoft Worldwide, Dallas, Texas May 2018 – July 2019**

* Responsible for product vision and strategy
* Managing day to day activities and backlog grooming
* Running daily scrum and stand up meetings
* Transforming business ideas into technical specs
* Working on Roadmap with executive leadership around Chromebook, MacOS, iOS and Android platforms
* Define the “why” the “what” and the “how” with user stories and requirements
* Working with cross-functional teams to deliver a complete customer experience
* Launched a product related to online proctoring based on AI ,machine learning, Computer Vision and TensorFlow
* Evaluating competitors and the market for capability-oriented and emerging development and technology trends

**Senior Business Analyst**

**RealPage,.LLC, Richardson, Texas                                           Jan 2016 - May 2018**

* Responsible for gathering information for payment processing business of the company.
* Working with Bank Secrecy Act Compliance Officer & Chief Compliance Officer .
* Identify future business for US and European Markets based on the local standards and regulations
* Managing Off-Shore teams in India, Philippines , in total 36 people
* Running Scrum Meetings every morning with the developers to have the leadership updated and help with impediments.
* On daily base working with Card brands like American Express, VISA, MasterCard, Discover , CUP and others
* Managing relationships with Bank Of America , Chase , Wells Fargo, Vantiv, Ingenico and others
* Was able to recognize end users’ issue to improve conversation rate and annual revenue.
* Added several alternative payment methods as sources of revenue to departments – increased review of 30% rate.

**Solutions Architect Shell Oil US – Retail Division**

**Wincor-Nixdorf USA, Houston, Texas Mar 2013 -Dec 2015**

* Key resource for Shell’s long-term project called Florence.
* E2E Solutions Architect for a payment processing store solution integrating with multiple POS solutions, Loyalty Enterprise Servers and Payment Hosts for implementation in 14000++ Shell US C-Store Locations.
* Working at the customer site with Shell’s ELT , POS/Loyalty and other 3rd party Vendors management groups on a daily basis designing a full blown solution that arches from Wincor-Nixdorf cloud based portal and in store Payment Gateway to POS Vendors (Verifone/GilBarco/NCR) store Solution.
* Designing a standard Shell interface based on IFSF/PCATS and PCI Compliance industry standards that will take Shell Solutions into the next few decades.
* Initialized Mobile Valet project with MCX – today owned by JP Morgan.
* The project was recently introduced to public as Shell Vantage Brand.

**Product Manager**

**Retalix USA, Plano, Texas Oct 2006 – Mar 2013**

* Manage Retalix Mobile Products maintenance and integration projects, focusing on the C-Store, Grocery, Warehouse and Enterprise sectors.
* Developed and managed Point of Sale systems life cycle & integration process
* Customizing inventory software for Retail and Warehouse market.
* Managed all aspects of the POS Design life cycle from concept to delivery.
* Created & managed annual product budget with variance analysis
* Designed and managed an integration tools that connected a mobile device to the POS front-office interface.
* Effectively manage communication between clients, project team members and senior management.
* Own strategic partnerships with vendors to ensure on time delivery and support.
* Successfully managed Retalix Pocket Office mobile solutions worldwide, with over 10,000 licenses deployed.
* Manage various projects from Design to customer deployment - Casey’s Pilot Oil, Tesco (WW), HyVee, Hanaford, Reliant (India) and more

**Solutions Integration and QA Manager**

**Retalix Global, Raanana, Israel                                            Mar 2002 – Oct 2006**

* Tested Mobile Office Application on various mobile platforms.
* Deployed Software in multiple customer sites. Located across many different countries.
* Provided pre- sales presentations and Customer trainings.
* Rolled out Mobile Software application on different hardware such as Motorola\ Symbol\ Fujitsu\ Denso\ Datalogic\Intermec
* Managed multilingual software in different parts of the world such as Japan, Canada, Russia, India, Norway, UK, USA, Germany and many more
* Successfully launched POS Design for Aroma (like Starbucks), the largest coffee shop franchise in Israel.

**EDUCATION AND COURSES**

**Tel-Aviv University, Tel-Aviv, Israel**

B.S. in Software Engineering (Sep 2000– Sep 2003)

**BeardedEagle Training Center**, **Dallas, Texas**

CSPO Certification (April 2016)

**PMTI, Dallas, Texas**

Project Management Certification (Feb 2013)

**Languages**

Russian

Hebrew

English

**Military Service**

Israeli Defense Force 1997-2000