

ANTONI D. PEYCHEV

Senior Product Manager



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PERSONAL PROFILE

A **senior** product manager with **14 years** of **professional** experience **building, maintaining** and **growing B2B** and **B2C** products in the **gametech, fintech, legaltech, taxtech, healthtech, insurtech** and **SaaS** sectors.

WORK EXPERIENCE

Senior Product Manager (Gametech, Fintech, SaaS)

Patrianna | Remote | October 2023 - Present

- **Prototyping** and **launching** a **new product** every **3 months**
- **Designing** and **executing** a successful **go-to-market** strategy

Senior Product Manager (Fintech, Legaltech, SaaS)

Netguru | Remote | July 2022 - October 2023

- **Decreased** user **onboarding** time by **30%** for a **fintech unicorn**
- **Improved** **conversion** rate by **25%** for a **legaltech** startup

Senior Product Manager (Insurtech, Healthtech)

SaturnF1 | London | Sept 2021 - June 2022

- **Built** up a **healthtech** startup from **discovery** to **MVP**
- **Advised** investors on **pre-seed investment** opportunities

Digital Transformation Manager (Taxtech, SaaS)

Leyton R&D | London | Jan 2018- Aug 2021

- **Lead** a **20** person **cross-functional** global team
- **Managed** **25** digital **products** (APIs, AI & ML, ERP, CRM)

PMO analyst (Salesforce, Consulting, SaaS)

IBM iX | London | April 2017- Jan 2018

- **Ensured** the **success** of **40** EMEA-wide **Salesforce** rollouts
- **Delivered** regular **AGILE** training to **200+** consultants

Product Specialist (Legaltech, Consulting, SaaS)

Thomson Reuters | London | June 2014- April 2017

- **Built** the **litigation** process into an **automated** workflow tool
- **Increased** **profitability** by **10%** by **integrating** legacy products

EDUCATION

BPP University | MA in Business and Law | Oct 2015 - Nov 2016

University of Kent | LLB Law | Sep 2007 - Aug 2010

KEY ACHIEVEMENTS

PLC @ THOMSON REUTERS

Indexed, meta-tagged and classified **3000** civil law **queries**, **reducing** the **time** it took **user** to find correct **information** by **50%**.

TAMEDOCS @ SATURN F1

Pitched a **healthtech** startup idea to **20+ UK-based** **insurers**, securing **5** **partnerships** which ended in a **successful MVP** build.

MOOVE.IO @ NETGURU

Built and **rolled out** a user **self-onboarding** platform for an **African fintech unicorn**, **saving** **\$100k+** in **operating costs** across **6** months.

SKILLS SUMMARY

User Experience

Stakeholder Management

Market Research

Requirements Gathering

Product Development

Product Strategy

TOOLS & SOFTWARE

JIRA

Canva

MIRO

Salesforce

FIGMA

Google Analytics

NOTABLE PRODUCTS



Thomson Reuters Practical Law

Legal knowledge management platform



Moove

Democratised access to vehicle ownership



Thomson Reuters HighQ

Legal CMS with automated workflows