

Alex Borunov | Senior Product Manager

email: alexborunov@gmail.com | LinkedIn: [alexborunov](#) | Portfolio: alexborunov.com

ABOUT ME

Senior Product Manager with 10+ years across healthcare and e-commerce. Most recently owned all vendor-side product decisions for a US insurance enterprise client, working directly with its CTO and executive leadership: designed its iOS and Android member app and took it from 0 to launch (20K MAU) with a newly formed team of 7, then proposed a white-label version that was sold to an enterprise reseller partner (+50% MAU). Before that, grew Genomed's web channel revenue 8x and lifted conversion from 3% to 5%. Launched 10+ products from 0 to 1.

EXPERIENCE

Senior Product Manager, Health Samurai, 2024 – 2026

Healthcare software vendor; B2B2C platform for a US insurance enterprise, sole product decision-maker on the vendor side

- Designed the B2B2C member app (iOS and Android) end to end and took it from 0 to launch with a newly formed team of 7: 400+ employer groups, 20K MAU
- Built in-app chat with care management nurses as a premium plan feature: 30-day retention in employer groups on that plan grew 2.5x after launch
- Prioritized the roadmap from support data: shipped self-service for the most frequent reasons members called (claims, coverage, ID cards), reducing support volume
- Spotted a white-label opportunity with an enterprise reseller partner and proposed a separate branded app on App Store and Google Play; it was sold to the reseller and added 50% MAU
- Integrated the member app with the client's eligibility system and third-party claims and insurance data services

Senior Product Manager, Genomed, 2022 – 2024

Direct-to-consumer genetic testing platform (#1 CIS genetics lab)

- Led product strategy and execution across consumer web portal and internal bioinformatics systems with 2 cross-functional teams
- Achieved 8x web channel revenue growth through checkout optimization, mobile UX fixes, dynamic pricing, and SEO
- Built landing page templating system in CMS enabling rapid creation of 30+ SEO-optimized pages; cut landing page launch time from 2 weeks to 2-3 days with no engineering involvement
- Boosted unique user acquisition by 120% via SEO optimization and content strategy
- Improved conversion rate from 3% to 5% by rebuilding a fragmented website into a coherent one, with A/B testing, checkout step separation and mobile optimization
- Designed self-service portal for result management and product recommendations; drove 10-15% cross-sell rate on complementary test packages

Product Marketing Manager, Umedi, 2020 – 2022

Clinical trial site network, oncology

- Built digital patient acquisition from scratch for oncology clinical trials, generating 30-50 qualified leads monthly through website, social media, and targeted campaigns

- Reduced patient acquisition cost by 60% by establishing digital channels alongside traditional referrals
- Implemented CRM system and intake process, reducing patient drop-off through structured lead management
- Conducted 30+ user interviews to understand patient journey and optimize messaging

Project Manager → Product Manager, Healthcare Solutions Fund, 2013 – 2020

Medical education and cancer prevention NGO

- Founded Higher School of Oncology, a nationally competitive education program featured in peer-reviewed research: 38:1 application ratio, 100+ oncologists trained, still running after 11 years
 - Launched SCREEN, a cancer risk assessment platform, as sole product lead, then shipped 2.0 with personal accounts, screening reminders, a partner API and a Telegram bot; 280K+ assessments completed in its first two years
 - Built Prosto Sprosit, an oncology consultation service, self-funded by user donations from launch: 14,000+ consultations delivered, 1,100+ monthly donations covering its operating costs
 - Deployed COVID-19 telehealth response within 2 weeks
 - Increased total donations by 30% and recurring donations 3x through conversion optimization and A/B testing
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SIDE PROJECTS

Co-Founder & CPO, CBT Quest, 2025 – now

AI-powered voice journaling app, [cbt.quest](#)

- Built and launched a subscription app from scratch with a technical co-founder; live on the App Store
 - Owned product, UX, positioning and App Store launch; shipped production features with Claude Code
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EDUCATION

- Saint Petersburg University of Telecommunications, Public Relations, 2012
 - International Visitor Leadership Program (IVLP), U.S. Department of State, 2020
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SKILLS

Product & Strategy: Product strategy, roadmap planning, user research, A/B testing, conversion rate optimization (CRO), experimentation backlog, Jobs-to-be-Done (JTBD), customer development, OKR/KPI framework, ICE prioritization, AARRR metrics, unit economics, product-market fit, conversion funnels, B2B2C product development, cross-functional team leadership

Tools: Claude Code, Jira, Confluence, Figma, Miro, Google Analytics, Firebase, Notion, SQL, Git

Methodologies: Agile, Scrum, Kanban, requirements analysis (BRD/PRD), CJM

Languages: English (C1), German (A2), Russian (Native)