Ilia Reutov

Product Lead | AI systems, zero to one

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SUMMARY

Product lead who takes products from zero to production and into the market - lately, AI systems. 6+ years in product, managing projects and teams since 2015. Scaled a legal media platform from concept to **150K MAU and $500K ARR**; over the last year shipped **two AI products to production** and sold a solo-built web service to a paying client. I build **spec-driven with parallel AI coding agents**: PRD, domain glossary and ADRs are the agents' source of truth; scope, architecture and review stay mine. Foundation in insolvency and banking law.

SKILLS & TOOLS

Product: Zero-to-One, Customer Discovery, Positioning & Go-to-Market, Monetization, Roadmapping, Market Research
AI & Technical: AI Coding Agents (Claude Code, opencode), Spec-Driven Development, Evals, Multi-Agent Orchestration, RAG & Hybrid Retrieval (pgvector), LLM Guardrails, Cost/Latency Optimization, Python, Pydantic AI, FastAPI, SQL, Vue 3, GCP

PROFESSIONAL EXPERIENCE

Proxity - **Founding Product Manager** Aug 2025 - Present
Invite-only deal platform and virtual data room for confidential sales of large commercial assets

- *Platform:* own the product end-to-end with an external dev team - PRD through 16 versions, 280+ task backlog, QA acceptance, legal flow (LOI/NDA e-signing) and launch plan; production in July 2026, public indexing in August 2026.
- *AI due-diligence engine (internal):* designed and built a 13-stage pipeline (FastAPI, Pydantic AI, GCP) that turns 2-3 analyst-days into a source-cited investment-committee report in under 30 minutes, with human review; 8-14 runs a day by the group's investment team. Kept agent loops to 2 of 13 stages: per-stage LLM cost ~3x lower, latency ~5x; 101 ADRs.
- *Engine reliability:* typed tool calling, output validators and anti-homonym guardrails against observed LLM failure modes; per-provider circuit breakers with two-layer model failover, so a provider outage degrades quality instead of stopping the run.

IInsider (Proxity group) - **Product Owner & Builder** May 2026 - Present

- Took the founder's concept to an AI pipeline and knowledge graph of the deal market: PRD to unattended production in 11 days; code written mostly by AI agents against my PRD, domain glossary, 25 ADRs and CI gates; public launch planned for Q4 2026.
- Set the MVP scope: an editor's gate in front of every publication, monetization off until launch, rule-based triage that drops ~29% of input before any LLM call, LLM cost tracked per signal.

PRObankrotstvo - legal media platform on bankruptcy law with a B2B layer for law firms Feb 2022 - Present
Product & AI Consultant - part-time, ~30 hrs/month Jun 2024 - Present

- Retained as an external product and AI specialist; drove 50% audience growth in 8 months through product iteration on user insights and growth channels; shipped an AI-driven SEO automation service (+30% efficiency), Python data pipelines and API integrations, and an automated feedback system evaluating 117 partner law firms.
- *2026, hands-on:* built Recovery Club, a new closed-club product for systemic creditors, from scratch (Next.js, TypeScript, PostgreSQL; in production since July 2026); an AI pipeline matching 2,233 publications to insolvency practitioners against the state register, piloted on 4 model configurations with a cost forecast; a payment module with automated invoicing.

Head of Product & Operations Feb 2022 - May 2024

- Joined early as the operational lead: product strategy, processes, hiring and vendor coordination; built a team of 15+ (design, development, content) and scaled the platform from concept to **150K MAU**.
- Argued against an early paid subscription; instead built a custom CRM (lead capture, sales automation) and document workflows for paid services to law firms - **$500K ARR** in year two.

BRICS+ New Economy & Legal Infrastructure Center - **Head of Global Legal Research** Jul 2024 - Feb 2025

- Built a market ranking where no data existed: designed the methodology, personally ran 40+ structured interviews with law firm leadership, and turned data from 200+ UAE firms into a top-30 ranking and a public B2B analytics platform for international investors.

RCT - **Product Manager**, insolvency consulting practice Apr 2020 - Jan 2022

- Built internal legal automation tooling for a 100-strong lawyer team (document generation, external analytics via API); rolled out a corporate portal across 200+ employees; led a website redesign that won Best Law Firm Website 2020 (pravo.ru).

Earlier - Legal counsel in insolvency practice: litigation, project and team management 2015 - 2019

- Led a 5-person team on bankruptcy projects and introduced project management practice (Asana, Scrum, budgeting) to a 25-person department.

PROJECTS & SPEAKING

- **Agentic development practice** - build my products with parallel AI coding agents steered by versioned specs, plans and ADRs.
- **A&O Relocation**, Valencia real-estate agency (2026, freelance) - built solo and sold in 3 weeks from prototype (build fee plus monthly subscription): a rental and sales catalog that fills itself from the agency's Telegram channel. Clients get 13 filter groups, a clustered map and one-tap contact with the listing's agent in 4 languages; the agency gets an admin panel; a 6-stage pipeline every 10 minutes parses, geo-binds, deduplicates and translates listings.
- **QA Breakfast Valencia, 4 talks (2025-2026)**, 3 of them on AI in QA and product work; latest "Cheap to Build, Expensive to Get Right" (June 2026): how AI-speed development moved the bottleneck from writing code to product judgment and verification.
- **Open source** - 3 merged pull requests to the KOReader Assistant plugin (latest May 2026).

EDUCATION & ADDITIONAL

Kutafin Moscow State Law University - Bachelor of Law, Civil Law (2013 - 2017); **Crash Course on Python, Google** (2022).
Languages: English (C1), Russian (native), Spanish (A2). **Interests:** AI tools, smart home, science fiction, cycling, padel.