

POLINA GORSHENINA

Senior Product Manager

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Summary

Senior Product Manager with 7+ years of experience driving growth, executing data-driven product strategies, optimizing customer experience, and expanding business impact. Led product initiatives that generated over \$3M in additional revenue and increased trial starts by over 52%.

Experience

Senior Billing Product Manager, Philo

San Francisco, CA 2022 - Present

Philo is a live TV streaming service that allows users to cut the cord from cable at an affordable price.

- Spearheaded the launch of a new product line, increasing annual revenue by over \$3M and capturing a new market segment.
- Collaborated with engineering teams and third-party partners to expand billing integrations, launching Google Pay and Vizio Pay and increasing conversion rates by over 30% by meeting customers on their preferred platforms.
- Tested and executed roadmap strategies, boosting trial starts by over 52% and increasing retention at cancellation by 15%.
- Managed and executed multiple price changes while developing internal support tools to streamline processes, improving customer support efficiency by 25%.
- Guided product strategy to enhance reactivation flows, leveraging data-driven decisions to increase reactivation rates by over 20%.

Product Advisor, Radivision

Menlo Park, CA 2022 - Present

Radivision is a startup ecosystem platform that streams media and connects global audiences to innovative startups, investors, and resources.

- Advise executive leadership on emerging product trends and market opportunities, shaping long-term product vision and strategic direction.
- Consult on major product decisions, including monetization, platform expansion, and go-to-market initiatives.
- Contribute to company growth through strategic initiative planning, roadmap guidance, and executive-level product advisory support.

Product Manager, Radivision

Menlo Park, CA 2019 - 2022

- Implemented Agile processes to optimize engineering workflows, increasing team productivity by 40%.

- Led cross-functional teams to develop and launch Stripe as a new payment provider.
- Defined and executed the strategy that drove the first paying clients to the platform, generating over \$50K in monthly revenue.
- Conducted 50+ customer interviews to inform roadmap priorities, resulting in a 20% increase in feature adoption.
- Managed client and partner relationships, negotiated key terms, scopes, and deadlines, and aligned cross-functional stakeholders to achieve business objectives.

Education and Training

B.S. Computer Engineering San Jose State University	San Jose, CA 2020
Google Data Analytics Certificate Coursera	Online 2025
Leading Teams: Developing as a Leader University of Illinois at Urbana-Champaign	Online 2024
Agile with Atlassian Jira Coursera	Online 2020
The Business of Product Management I AWIP	Online 2020

Personal Projects

Kaplya: Captions for Videos

Kaplya is an AI-powered iOS app that generates, translates, and styles video captions effortlessly. With support for over 100 languages, it helps users enhance accessibility, engagement, and global reach with just a few taps.

Ciao: AI Translator

A powerful AI-driven translation iOS app that makes communication across languages effortless. Supporting 80+ languages, Ciao translates voice, text, photos, and video in real time, with fast, accurate results.