

YURY AVERKIEV

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Senior Vice President of Product Management

Product management leader with 20+ years of international experience building and scaling innovative data protection, cybersecurity, and endpoint management solutions for MSP and enterprise customers. Proven ability to lead high-performing global product teams, drive transformation, and deliver market-leading SaaS products generating hundreds of millions of dollars in annual revenue. Expert in aligning product strategy with corporate objectives, executing successful M&A integrations, and catalyzing double-digit business growth.

Adept communicator with strong interpersonal skills, experienced in working closely with C-suite roles to deliver above-the-board quality products.

CORE COMPETENCIES

- Product Strategy & Execution
- GTM, Pricing & Licensing Optimization
- Coaching and Leadership
- Requirements and agile roadmap planning
- M&A & Post-Merger Integration
- Public speaking
- Stakeholder & C-suite Engagement
- Automation and artificial intelligence (AI).
- Cybersecurity: EPP, DLP, EDR, XDR, UEBA, SIEM, MDR
- Data protection and endpoint management: Backup, Disaster Recovery, RMM, PSA
- Remote desktop, hypervisors, and VDI
- SaaS for MSPs & Corporate Clients
- User Experience (UX) Design

EMPLOYMENT EXPERIENCE

Senior Vice President of Product Management

2018 – present

Acronis (www.acronis.com), Singapore / Switzerland

- Spearheaded the transformation of core offerings to an integrated cyber protection SaaS platform, driving Acronis' valuation from product-focused to an industry leader at \$2.5B+.
- Delivered \$500M+ in annual portfolio revenue, with accelerated adoption by MSP and enterprise markets.
- Created and launched innovative backup, disaster recovery, cyber protection, and endpoint management solutions, tailored for managed service providers and corporate IT departments.
- Established and scaled a high-trust global product management team (40+), fostering a culture of innovation, accountability, and collaboration.
- Orchestrated major licensing, packaging, and pricing revamp, reducing customer churn by 10%+ and achieving double-digit YoY revenue growth.
- Integrated five acquisitions post-M&A, ensuring rapid value realization and effective team harmonization.
- Transitioned to monthly product release cycles, vastly improving delivery predictability and responsiveness to customer needs.

Senior Product Manager

2012 – 2018

Parallels, Inc. (www.parallels.com), Singapore / Seattle, USA

- Launched a new B2B focused product line and achieved \$10M+ revenue by the end of the second year

- Increased the revenue growth of the RAS product line by 40% by rebuilding the product strategy, the GTM, the licensing and the roadmap planning
- Developed and maintained relationships across internal and external departments with stakeholders, partners, and customers
- Established a partner advisory council that helped double the number of customer feedback and promoted the product with the community

Founder and Director

2004 – present

SmartCode Pte. Ltd. (www.s-code.com), Singapore

- Established a start-up in the remote desktop and endpoint management space that became profitable within the first year of operation
- Managed consulting projects with up to \$10M budgets
- Grew product deployment to 100,000 endpoints by evaluating the needs of target the market and tailored competitor displacement campaigns

Project and Program Manager

1999 – 2004

Parallels, Inc., Singapore

- Delivered high-profile software projects, with budgets ranging as high as \$5M
- Developed WBS, Project plans and best practices where none existed before
- Designed and implemented a framework comprising more than 600,000 lines of C++ code
- Mentored and coached staff

Sr. Software Developer

1998 – 1999

Parallels, Inc., Singapore

- Designed an extendable application framework that became a foundation for multiple company products
- Pioneered agile software development mythologies, such as “extreme” and pair programming
- Acted as a team leader and a mentor to a team of 3 developers

CERTIFICATIONS AND TRAININGS

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| • PMP, Project Management Professional | • Introduction to Cybersecurity by NY University |
| • Pragmatic Marketing | |
| • Certified Scrum Master | |

VOLUNTEER WORK

Served as a member, the secretary, and the chairman of the Management Council at Changi Rise Condominium.

2012 – 2020

EDUCATION

M.S. and B.S., Computer Science

National Research University of Electronic Technology (MIET)

PERSONAL INFORMATION

Citizenship: Singaporean