

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. 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** daily: PRD, domain glossary and ADRs are the agents' source of truth. Background 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

Proximity - 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.

Insider (Proximity 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 - Jul 2025

Product & AI Consultant

Jun 2024 - Jul 2025

- 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.

Head of Product & Operations

Feb 2022 - May 2024

- Joined early as the operational lead: built a team of 15+, scaled the platform from concept to **150K MAU**; argued against an early paid subscription for transactional B2B services and a CRM for 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; rolled out a corporate portal across 200+ employees.

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

2015 - 2019

PROJECTS & SPEAKING

- **Agentic development practice** - build my products with parallel AI coding agents steered by versioned specs, plans and ADRs; compared opencode, Codex CLI, Goose and agent multiplexers in three research rounds (Aug 2026).
- **A&O Relocation**, Valencia real-estate agency (2026, freelance) - spotted the problem before the client framed it and brought a working service instead of a pitch: the agency's Telegram listing feed became a searchable catalog with filters, map and translations. Built and sold solo in 3 weeks from prototype: build fee plus monthly subscription.
- **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 KORReader 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.