Yuriy Tomaev

Product Owner

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Availability: remote / hybrid / location by agreement

Professional Profile

Product Owner with 20+ years of experience creating and evolving digital products and information systems. I shape Product Vision, roadmap and backlog and manage priorities, MVP, requirements, releases and product metrics.

I connect business, users and technical teams. My technical background lets me discuss architecture, APIs, data, integrations and delivery constraints with engineers and make product decisions with value, cost and available resources in mind.

Core Competencies

Product Vision & Strategy · Product Discovery · Roadmap · Backlog Management · Prioritisation · MVP / Scope · Business & User Requirements · Use Cases · Acceptance Criteria / UAT · Stakeholder Management · Product Metrics · Data-driven Decisions · Cross-functional Collaboration

Agile · Scrum · Kanban · Jira · OpenProject · Microsoft Project · Google Analytics · Yandex Metrica · SQL · MySQL · PostgreSQL · Microsoft SQL Server · Oracle · APIs / integrations

Professional Experience

Sweet Georgia LTD

CEO / Project & Development Lead | 2014 - 2026

Owned the product concept and development of the Sweet Georgia digital platform and the GuideInfo.ge product that grew out of it. Researched the market and user scenarios, shaped roadmap and backlog, defined MVP and release boundaries, and coordinated analysis, development, QA and external integrations.

Sweet Georgia

Shaped the concept of a single digital entry point for travellers: country information, routes and tourism services. Launched an initial limited version and evolved the product in small iterations using data, user feedback and analysis of international analogues.

Results

- The product grew from a tourism portal into a digital ecosystem with multiple services; the platform catalogue included 750+ accommodation properties.
- Priorities were set by user and business value, competitiveness and available development capacity.

GuideInfo.ge

Spun out a standalone product for the professional guide community after identifying its specific needs. Defined the core, roadmap and priorities using international practice, user behaviour and team constraints.

Results

- Created direct interaction scenarios between guides and travel agencies.
- Added online learning and professional collaboration tools.

Professional Experience — continued

Development Group LLC / TIK Region

Director of Strategic Development | 2007 - 2014

Led product work on complex B2G information systems. Connected domain expertise, regulatory requirements, users and the technical team; managed development through roadmap, backlog, prioritisation, iterations and agreed acceptance criteria.

TIK Region

Initiated a new product direction based on the company's existing technologies and shaped the concept of a regional social-protection system. Together with the customer and future users, defined modular development, requirements, priorities and releases.

Results

- The system was built and implemented in four regions.
- The platform was used as a digital social-protection system by 1,500+ professional users.
- Integrations with the federal SMEV and ESIA services were implemented.
- The project received the "System of the Year" award within the Electronic Russia programme.

e-City

Shaped a standalone municipal digital product from requests by city administrations. Planning ran in quarterly cycles and balanced regulatory requirements, budget, effort, technical readiness and mandatory integrations.

Results

- Separate municipal requests became a standalone product with its own development logic.
- Defined a set of interconnected municipal services and online interaction scenarios for residents.

Education

Tashkent Polytechnic Institute, 1989
Automation and Telemechanics, Automated Control Systems

Languages

Russian — native · English — B2 · Spanish — B1
Georgian — A2 · Uzbek — B1

Possible Cooperation Formats

Full-time Product Owner / Technical Product Owner role; long-term work within a product team.