

## CONTACT



### Location

Istanbul, Turkey



### E-mail

h31157r0m@gmail.com



### Links

[LinkedIn](#)  
[Headhunter](#)

## SKILLS

### Language

Russian native

English B2 in progress

### Courses

Product Manager (at Yandex Practicum) 2025

### AdServers

Yandex AdFox

Google AdManager

### Audience

Yandex Metrica

Google Analytics

LiveInternet

### AdTech

Yandex Header-bidding

Prebid.js

### Presentations

Microsoft Powerpoint

### Managing projects

Notion

JIRA+Confluence

Trello

Miro

### Hard skills

PHP

MySQL

HTML

CSS

JavaScript (Node.js)

Bash / CLI

GIT

# ILYA KORNEEV

## ADTECH PRODUCT OWNER - MONETIZATION LEAD

Senior AdTech Manager with 20+ years experience in digital advertising. Expert in publisher monetization, revenue optimization, and user experience. Drives innovative solutions for measurable market impact.

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF INVENTORY

2024 - Present

#### AstraLab - Remote - <https://www.astralab.ai>

- **Developed strategies** for working with direct publishers, networks, and external SSPs, contributing to the successful execution of the sales plan, which doubled in the past year.
- **Cross-Functional Collaboration:** Work closely with development, buying, and sales departments. Manage and develop a team of four.
- **Optimized yield management processes.**

### HEAD OF PUBLISHER MONETIZATION PRODUCTS

2023 - 2024

#### AdRiver / Soloway - Remote - <https://www.adriver.ru>

- **Product Development:** Led the development and launch of proprietary outstream video player from concept to commercial rollout.
- **Programmatic & Video Monetization:** Managed integration of programmatic and video ad solutions (e.g., VAST, VPAID) to maximize publisher revenue. Offered advertisers competitive advantages through tailored audience targeting.
- **Market Expansion:** Played a key role in expanding the product's reach within the Russian market. Established frameworks and partnerships with publishers to facilitate video ad placements.

### HEAD OF ADTECH & PROGRAMMATIC REVENUE

2020 - 2023

#### Qvant - Moscow, Russia - <https://qvant.ru>

- **Product Ownership & Roadmap Development:** Served as AdTech product owner, creating roadmaps for ad products (e.g., new ad formats, reporting dashboards), planning budgets, and collaborating with development teams.
- **Programmatic Revenue Management:** Oversaw programmatic revenue streams, reporting to stakeholders and driving growth from programmatic channels.
- **Research & Market Analysis:** Conducted ongoing research on global advertising technologies, providing insights and reports to stakeholders.
- **Stakeholder Communication:** Maintained communication with internal clients and the external market, including publishers and agencies, ensuring alignment with market needs and trends.
- **Project Launch - External Network of Publishers:** Initiated and launched the "External Network of Publishers" in early 2022, expanding company products to external markets. Developed and presented the project idea to stakeholders, prepared marketing materials, and collaborated with financial and legal teams. Achieved KPI within the first six months, generating additional monthly revenue of several million rubles.

## SIDE PROJECTS

### PUBMAG.RU

<https://pugmag.ru>

2024 - Present

Created an AdTech-focused media that publishes translations and original articles on AdTech and PubTech, targeting Russian-speaking audiences.

- **Data Collection & Analytics:** Developed a custom script for tracking data from header bidding auctions, focusing on collecting and analyzing data for publisher decision-making.
- **Technology Integration:** Leveraged PHP, MySQL, and Node.js to implement a robust backend for data storage, analysis, and presentation.
- **Automation & Reporting:** Automated data gathering and reporting processes to streamline insights for users, enhancing the tool's efficiency for regular use in AdTech analytics and new publishers searching.