

IVAN LOPATIN

AI Implementation & Automation Manager · Process Discovery · CRM/ERP Integration · Adoption

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Pattaya, Thailand · open to relocation, including Bangkok

~180 h RETURNED / MONTH	-70% REPORTING CYCLE	3 BUSINESS FUNCTIONS AUTOMATED	5.4× REVENUE GROWTH
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PROFILE

I find the manual work that costs the most and turn it into a process the team keeps using. Eight years owning a B2B commercial operation end to end — **~150 deals a month across ~200 SKUs and ~2,000 active accounts** — gave me the part most AI projects are missing: knowing where the work actually breaks. In the last two years I automated lead intake, reporting and marketplace content for that business: **about three hours a day returned to every sales manager, the reporting cycle cut from a week to two days**, and outsourced design replaced by an in-house pipeline. Then I trained the people who own those processes and stayed until they ran without me. I deliver the same work for external clients, and I run my own AI products in production — which is how I stay honest about where these systems break.

RELEVANT CAPABILITIES

AI implementation: process discovery and cost quantification · agentic workflow design and tool-calling · LLM tooling and prompt design · AI agents against business data (Claude Code, Codex) · reliability testing and structured evaluation · adoption, SOPs and stakeholder training

Systems & integration: amoCRM · HubSpot · Salesforce · 1C · MoySkklad ERP · REST APIs and webhooks · Salesbot · Power BI · Power Automate · amoCRM / Salesbot workflow automation · Python (AI-assisted) · advanced Excel / Sheets modelling

Delivery: Product Owner on weekly sprints with daily stand-ups · Jira · Slack · GitHub · Google Workspace · requirement gathering · rollout and training · vendor management · cross-functional coordination

PROFESSIONAL EXPERIENCE

Manager — Commercial Operations, AI Implementation & Automation

AKTRU ventilation brand · ANNECO LLC / ECOLINE LLC · Russia | August 2018 – August 2026

- **Led an AI implementation program across three business functions** — lead intake, commercial reporting and marketplace content — inside a business running **~150 deals a month across ~200 SKUs and ~2,000 active B2B accounts**.
- **Automated multi-channel lead intake**, building source parsing and automatic deal creation in amoCRM to replace manual collection and entry. **Returned about 3 hours per day to each sales manager (~180 hours a month across the team)** and cut missed leads and manual-entry errors.
- **Cut the commercial reporting cycle from over a week to two days (~70%)** by putting AI agents against company databases and marketplace exports — sales, supply, inventory turnover, revenue — then **trained the company head to run it unaided**, so the process stopped depending on me.
- **Replaced external freelance design with an in-house generation pipeline:** A/B-tested existing product cards to establish what converted, built a training dataset from the best performers, and trained a style model to reproduce it locally. The marketplace manager now produces and ships cards directly.
- **Architected and built the amoCRM–MoySkklad integration over REST APIs** that became the operating backbone: live per-SKU stock visible at quoting time, a warehouse picking queue that stopped losing assembly requests, one consolidated shipment view for logistics.
- **Built and coordinated an eight-person cross-functional team** (3 sales, 1 procurement, 3 warehouse, 1 logistics): defined requirements, owned onboarding, training and task allocation, and wrote sales scripts, reglaments and the KPI scheme. New hires handled accounts productively within 2–3 weeks.
- **Launched three national marketplace channels from zero** — Ozon, Wildberries, Yandex Market — reaching **~35% of company revenue** before handover to a dedicated team. The storefront carries a **4.9 rating across 27.8k reviews and 77.2k orders**; the Wildberries store shows 4.8, 16,147 units sold and an **89% keep rate**.
- **Contributed to revenue growth from RUB 21M to RUB 114M (~5.4×** across direct B2B, marketplace and distributor channels — a company and team result built on the operating system underneath it.

AI IMPLEMENTATION — CLIENT DELIVERY

Independent · 2025 – Present

- **Digitised a practising child neuropsychologist's screening methodology** into a tool now used by **60+ families**. Encoded her existing clinical framework — three functional blocks, 42 items — rather than inventing a scoring system, with age-based filtering and answer correction designed around a parent on a phone. The specialist receives a structured per-block profile before meeting the family. **Reported outcomes: less appointment time spent gathering history, and parents reaching consultation on their own.** Live and taking clients.
- **Built a requirements-discovery bot for a PC-build service centre that has qualified 170+ customers in six months.** Mapped the qualification conversation managers repeated by hand — budget, usage patterns, component preferences, timing — and moved it ahead of first contact, delivering a structured customer profile with the primary need identified into the team's working chat. Deliberately stopped short of recommending builds: the routine moved to the system, the expertise stayed with the specialist.
- **Product Owner on a community-events product, delivered in a team of three on weekly sprints with daily stand-ups** (Jira, Slack, GitHub, Google Workspace). Owned product concept, user flows, prioritisation and acceptance; designed an attendance funnel grounded in published research on confirmation effects, creating a turnout metric the organiser had never had. Zero to a working product on a permanent public address in one working day; engaged as a partner with a stake in the product.
- **Built a production pipeline for AI-generated content** for a client producing synthetic media personalities: asset preparation, technical metadata control and consistency across the output stream, with improved content conversion reported.

AI PRODUCTS — OWN, IN PRODUCTION

Velo AI Assistant — Telegram agent and Mini App on an **agent-first architecture with no commands**: any message (text, voice, photo, file) is routed to one model with ~41 tools that decides what to call. **199 commits, ~33,000 lines of Python, a release gate passing 407 automated tests**, a verified database backup before every deploy, and nine locales with an automated translation-parity checker. t.me/assistant_velo_bot

Diagnosed a silent reliability failure and proved the cause experimentally for \$0.18. Production data showed **80 of 535 assistant replies (15%) were tool-call failures invisible to monitoring** — no tool errors, no provider errors, clean metrics — clustering in streaks. A controlled experiment holding the real system prompt and all 41 tool schemas constant, varying only conversation history, isolated the cause: the assistant stored its own error message in history and the model reproduced it instead of calling a tool. Empty history scored 12/12 correct calls; four prior failures scored 5/12.

ThaiDubaiBot — travel agent: photo-to-place recognition, maps, destination context, weather, translation and budget-constrained itineraries. t.me/thaidubaibot · **Chinese VP Bot** — structured language learning: vocabulary engines, grammar exercises, quizzes, AI conversation practice. t.me/chinese_vp_bot

ADDITIONAL COMMERCIAL EXPERIENCE

Performance marketing (2024, three months): managed **\$7,000 of paid media across four LATAM markets** on Meta platforms, testing 8 campaign structures and ~70 creatives with unit economics tracked end to end. Killed unprofitable structures early — 2 of 8 reached profit — and **improved blended ROI from 5% to 80% month over month**.

Consumer electronics trading (independent, ongoing): grew a personal operation to **~20 deals a month at ~RUB 900k monthly turnover**, with 400–500 verified completed transactions on each of two seller profiles, supported by self-built listing-monitoring and parsing tools.

Real estate sales — Strizhi Group (2018): closed 7 residential sales in 8 months at a ~RUB 3.4M average ticket, sourcing clients through cold calling and campaigns.

EDUCATION, CREDENTIALS & LANGUAGES

BSc, Multi-channel Telecommunication Systems Engineering — SibSUTIS · 2014–2018

Certifications: Claude Code in Action · Introduction to Model Context Protocol · Agents and Workflows (OpenAI) · Applied AI Foundations (OpenAI)

Languages: Russian — native · English — B2 · Chinese — basic · Thai — beginner
Russian citizen, based in Pattaya, Thailand; open to relocation, including Bangkok.