

# ALEXEY MURZOV

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## SUMMARY

Product development and industrial design lead with 20+ years of cross-functional experience across physical products, B2B markets and digital go-to-market. I help companies turn unclear market demand, customer requirements and engineering constraints into practical product architectures, validated pilots and production-ready handovers. Strong fit for hardware-adjacent, industrial, workplace, operator-system and complex B2B product environments.

## EXPERIENCE

01/2025 to Current

### Founder / Product Development Lead

ENSO Concept - St. Petersburg, Russia

- Lead early-stage product work for physical B2B products: market hypothesis, product logic, user scenarios, industrial design direction, technical requirements, engineering coordination, pilot validation and production handover.
- Coordinate industrial designers, mechanical engineers, contractors, suppliers and manufacturing teams on projects with high uncertainty and diverse technical and commercial constraints.
- Delivered and supported projects including Severstal DP-4, the Orion control-room furniture series, Delta product development and other physical product concepts for manufacturing companies.
- Developed ENSO Concept as an external product-development, industrial design and R&D practice for companies launching new physical products or upgrading existing product lines.

06/2024 to 12/2024

### Product and Innovation Manager

Reshenie-Pro - St. Petersburg, Russia

- Initiated the move from Excel and paper-based production processes to specialised manufacturing-management software for metal production.
- Prepared initial requirements for extended digital product descriptions inside CAD / production models, improving production-readiness without unnecessary full-scale PDM implementation.
- Coordinated concepts for new control-room furniture series with external industrial designers and built a supplier pool for 24/7 operator chairs and components.

06/2022 to 05/2024

### Business Development Director / Product Director

ARMER Engineering - St. Petersburg, Russia

- Led product strategy and development for a manufacturer of control-room furniture, specialised operator workstations and solutions for dispatching centres, situation rooms and control environments.
- Managed development of new product lines: product architecture, technical requirements, design intent, contractor selection, pilot samples and preparation for serial production.
- Adapted complex European product concepts to local manufacturing capabilities, materials, suppliers, cost targets and assembly constraints.
- Managed supplier and contractor selection across metalwork, CAD, components, materials and manufacturing operations.
- Led pilot sample development and validation to confirm manufacturability before serial production.
- Led pilot-production support, assembly review, defect analysis and product iteration while balancing design, ergonomics, engineering, cost, logistics and end-customer requirements.
- Developed the product concept for the COSMO series and led the modular APEX series; introduced tolerance compensation that simplified linear workstation assembly across different production sites.
- Recruited and selected a mechanical engineer for a complex development project from a pool of approximately 150 candidates.

03/2020 to 05/2022

### Project and Product Manager, SmartErgo Business Unit

Dinamika Group - Moscow, Russia

- Analysed the control-room furniture market, developed an entry strategy and launched a solution catalogue / website within four months; the platform continued generating inbound leads after launch.
- Led development of the company's first in-house control-room desk line from concept and 3D models to production.
- Supported the development of product solutions later used in multiple B2B infrastructure and tender-based projects.
- Coordinated tender projects end to end: applications, bidding, production, delivery, installation and closing documentation.
- Helped the company move from a supplier / integrator role towards producing its own control-room furniture solutions.

07/2018 to 03/2020

### Digital Marketing Consultant

**Private Practice** - Moscow, Russia

- Worked with small and medium-sized businesses on performance advertising, search visibility, landing-page logic and online sales growth.

11/2015 to 07/2018

**Head of E-commerce and Digital Marketing**

**Mebilex** - Moscow, Russia

- Managed an office-furniture e-commerce project, covering digital marketing, customer acquisition and online sales processes.
- Brought the project to break-even within four months and helped establish the company's entry into tender-based sales.

01/2003 to 05/2015

**Earlier Career: Digital Marketing, SEO, E-commerce and Media Production**

**Multiple companies** - Moscow, Russia

- Built a broad foundation in performance marketing, SEO, e-commerce analytics, technical media production and team / project coordination.

**SKILLS**

- Product development
- Technical product management
- Product strategy
- Industrial design direction
- Mechanical engineering coordination
- CAD / manufacturing handover
- Prototyping and pilot validation
- DFM and design-to-cost logic
- Defect review and product iteration
- Supplier and contractor management
- B2B marketing and product catalogues
- Tender / project coordination
- SolidWorks, Rhino, Blender, KeyShot
- AI-assisted visualisation

**LANGUAGES**

**Russian:**

Native

**English:**

B1 practical spoken level; EF SET B2 Upper Intermediate certificate. Comfortable with written business communication; building confidence in live communication.

**TARGET ROLES**

Product Development Lead, Technical Product Manager, Product Manager for hardware / physical products, Industrial Product Manager, NPI / R&D Project Lead, B2B Product Strategy Lead. Best suited to environments where the product is not yet fully defined: vague market demand, many technical constraints, fragmented stakeholders and a need to turn uncertainty into a practical product concept, prototype and launch plan.

**RELEVANT PRODUCT DOMAINS**

Industrial equipment, operator systems, control-room furniture, medical / laboratory equipment, POS and self-service terminals, workplace systems, telecom / IT infrastructure products and furniture systems with engineering complexity.

**EDUCATION AND TRAINING**

2025	<b>The Essentials of Midjourney for Industrial Designers</b> leManoosh
2024	<b>EF Standard English Test: B2 Upper Intermediate</b> Practical spoken level is more conservative; comfortable with written business communication.
2004	<b>Engineering degree: Cybernetics of Chemical-Technological Processes</b> Mendeleev University of Chemical Technology of Russia, Moscow

**WEBSITES, PORTFOLIOS AND PROFILES**

- [murzov.com](http://murzov.com)
- [enso-concept.com](http://enso-concept.com)

**ADDITIONAL INFORMATION**

Relocation: Open to relocation and international project work