

Dr Vladislav (Vlad) Popov

Chief Product Officer | EdTech and International Student Recruitment | AI in Education

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[Selected work and case studies: drvladpopov.com](https://drvladpopov.com)

PROFILE

Product leader with 12 years as Chief Product Officer of StudyQA, an international study search platform used by 4.3M students a year to compare programmes at 10000+ universities in 100+ countries. Owned the student journey from search to enquiry, and the university side: partner accounts, lead routing and engagement reporting. Since 2024 I have run AI in production: a counselling bot that answers questions and pre qualifies enquiries before routing to human advisors, an admissions probability tool, an AI driven audit of 417 university websites with a personalised report for each, and 86 automated workflows across content, communications and reporting. I prototype the riskiest part of an idea myself, measure it with real users, then hand a proven brief to the team. Led a cross functional team of 20 and personally sold and managed contracts with British Council, DAAD, QS and American Councils. PhD from the University of York on higher education policy and author of a book on the marketisation of higher education.

EXPERIENCE

CTO | Global Mindset Marketing Ltd (UK) | Data and AI Products

2024 to present

UK Company Data: structured financial data from UK company accounts filed at Companies House, for analysts, lenders' research teams, B2B sales teams and AI agents. Status: prototype, early access, pre revenue.

- Parsed 800000+ machine readable iXBRL accounts filings into 27 standard financial fields
- Ran the compute project "UK Company Intelligence Model" on Isambard-AI (Bristol Centre for Supercomputing): 20000 GPU hour allocation under the UKRI AI Research Resource (AIRR) Rapid Access call, April to July 2026, completed; 3.5M+ PDF only accounts documents collected and processed
- Built a vision language extraction pilot: 124273 PDF filings (43789 companies), about 30 fields per document; 88.8% field level accuracy against iXBRL ground truth on a 150 document pilot set and 86.6% on a 2656 document test set; balance sheet checks pass on about 97% of documents; every value links back to its source filing
- Built an MCP server that lets Claude look up, search and compare companies in plain language, with citations to the filing

Chief Product Officer | StudyQA / Stadika | EdTech

2014 to present (12 years)

Full ownership of product strategy, team leadership, and technology for an international education platform connecting students with 10000+ universities and 46000+ programmes.

Digital Strategy & Transformation

- Led complete platform modernisation from legacy systems to modern architecture: migration across 4 major framework versions with zero downtime
- Directed migration of admin interface to modern component architecture
- Managed infrastructure: 7 servers, 20+ domains, monitoring, CI/CD pipelines
- Made all build vs buy decisions across the full technology stack

Product Leadership & Governance

- Defined product vision, roadmap, and feature prioritisation for a platform serving international audiences
- Managed cross functional team of 20 (developers, designers, marketers, editors, content managers)
- Led user research, conducted interviews, analysed behavioural data to identify opportunities
- Owned the student and partner engagement stack: enquiry forms and routing to universities, email follow up, partner accounts and engagement reporting for university clients
- Mapped student and partner journeys, found drop off points in the data and prioritised fixes with the team
- Ran change and adoption for every new system: written workflows, training for editors and sales staff, usage reporting, retiring old manual steps

- Worked with university recruitment teams across several countries: lead routing, partner reporting and joint campaigns aimed at international students
- Made all key product decisions with cofounders (no external investors or board)

AI Strategy & Implementation (2024 to present)

- Automated B2B outreach: AI driven audit of 417 university websites with personalised report generation and email campaigns (20% open rate)
- Designed and deployed agentic AI orchestration framework with multi agent workflows, persistent memory, and autonomous task execution
- Built AI powered content pipeline: 95 sources, AI classification and generation, 1000+ items daily
- Created AI student counselling bot: pre qualifies enquiries at scale before routing to human advisors
- Deployed 86 automation workflows eliminating manual processes across content, communications, and reporting

B2B Commercial & Partnerships

- Personally sold and managed contracts with British Council, DAAD, QS, American Councils, Swiss Embassy
- Built partnership ecosystem spanning Europe, Middle East, and Southeast Asia
- Delivered webinars and Project 5-100 seminars on digital recruitment and student journeys to faculty, deans and university leaders

Development Lead | Guest Card St. Petersburg | Tourism Tech

2011 to 2014

Led development of the digital tourist card platform for St. Petersburg, integrating partner services and payment providers.

Project Manager | Direct Investment Agency

2009 to 2011

Managed cross functional projects in international investment promotion.

KEY AI PROJECTS

- **TeleClaude:** Open source agentic AI framework. Claude Code integrated into Telegram with per project memory, multi agent orchestration, and autonomous delivery pipeline. Production system managing 100+ project channels.
- **PulsePost:** AI content automation platform. 95 sources, Gemini powered classification and generation, cross posting to 6 platforms.
- **ClaudeRouterBot:** AI agent management system with topic based routing, persistent memory, credential management, and browser automation.

CERTIFICATIONS AND AWARDS

Finalist, Claude Opus 4.8 Hackathon (Anthropic). 12 Anthropic Academy certificates (Claude).

EDUCATION

PhD, University of York, UK, 2022

Higher Education Policy. Research on how universities respond to market pressures and governance reforms.

Master's Degree, St. Petersburg State University, 2011

PUBLICATIONS

Popov, V. (2024). *Degrees of Commerce: Navigating the Marketization of Higher Education*. Independently published, 304 pp. ISBN 979-8876523433. amazon.co.uk/dp/B0CT92NF8T

LANGUAGES

English: Fluent (academic level, PhD in UK)

Russian: Native

AVAILABILITY

Available immediately. Based in Liverpool, happy to work from London or on site elsewhere in the UK, and to travel. Right to work in the UK (Settled Status).

TECHNICAL COMPETENCIES

Digital strategy and transformation. Product strategy and roadmapping. Enterprise infrastructure management. AI implementation (OpenAI, Gemini, Claude APIs). Agentic AI and workflow automation. B2B sales and partnership management. Full stack development (PHP, Laravel, Node.js, Vue.js). Data architecture and CI/CD.