Dear CreateFuture team,

I read this role and had one of those rare moments where almost every part of the description felt familiar.

I've spent 13+ years leading digital products and delivery across consulting, B2B SaaS, healthcare, fintech, energy and AI. A large part of my career has been exactly where CreateFuture operates: joining complex client environments, understanding what is actually broken, challenging assumptions, creating clarity and turning that into a product strategy teams can execute.

Over the last few years, AI has become a major part of that work. I've led AI products from discovery to production, including enterprise LLM/RAG solutions in regulated pharma and healthcare environments. I've worked through the less glamorous but much more important parts of AI product development too: evaluation, grounding, human oversight, trust, cost and explaining probabilistic systems to enterprise customers who quite reasonably want predictable outcomes.

I'm also increasingly building with AI myself. I've created reusable AI skills and agentic workflows, including a multi-agent decision review tool that brings independent Product, Engineering, Security and commercial perspectives into complex decisions, and an AI evaluation tool designed around progressive context loading. I prototype and vibe-code smaller tools as well, because I'd rather test an idea than spend three weeks discussing whether it might work.

What makes this particular role especially interesting to me, though, is that it's not only about my own product work.

I've been mentoring Product and Project Managers for years and run one of Ukraine's largest PM communities. I design and deliver workshops, teach experienced practitioners, coach PMs through difficult client and product situations, and build reusable frameworks and practices that help people become stronger decision-makers. I genuinely love the craft of Product Management and probably spend an unreasonable amount of my free time thinking about how it is changing.

AI is now changing that craft very quickly. I don't think the interesting question is simply how PMs can use AI to write PRDs faster. It's what happens when research, analysis, prototyping and increasingly implementation become dramatically cheaper, and what Product Managers should spend their judgement on instead. That's something I'm actively experimenting with and teaching today.

I'm equally comfortable on the client side. I've worked directly with enterprise stakeholders and senior leadership across multiple industries, facilitated discovery

and strategy workshops, challenged clients when I believed we were solving the wrong problem, and translated between commercial needs and technical teams. Consulting taught me that earning trust doesn't mean agreeing with the client. Quite often it means being the person willing to have the uncomfortable conversation early and arrive with a recommendation rather than another problem.

The combination of client leadership, developing Product Managers and helping shape an AI-native Product Management practice is exactly what makes this role exciting to me.

I'd love to bring that experience to CreateFuture and help both your clients and your Product team build better products — and better ways of building them.

Kind regards,
Hanna Klimushka