

Luba Kulakova

Principal Product Manager

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SUMMARY

B2B product leader with ~7 years owning product strategy and execution at Parallels. Launched Parallels Desktop Enterprise Edition from 0→1, a new SaaS management portal for IT teams running large-scale device fleets, securing Fortune 500 customer adoption within 6 months and growing the addressable market by 25%. Equally comfortable setting a multi-year strategy, getting into the field with developers and enterprise IT admins, and jumping on a sales call to close a strategic deal.

CORE COMPETENCIES

Product Leadership & Strategy: Product Vision & Strategy, Multi-Year Roadmap Ownership, 0-to-1 Product Launches, B2B / Enterprise Product Management, Go-to-Market Planning & Execution, Stakeholder Management, Executive Communication

Customer & Outbound: Enterprise Customer Discovery and Engagement, Customer Demos & Technical Consultancy, Conference and Webinars Speaking (MacAdmins, JNUC, Apple Webinars)

Technical Fluency: MDM (Apple ABM, Jamf, Microsoft Intune), SSO & Identity Providers (SAML, SCIM, Entra ID, Okta), Event-Based Analytics, APIs & Third-Party Integrations, Desktop Virtualization

AI-Accelerated Execution: Daily use of Claude & Copilot for discovery, PRD/user stories writing, customer-data analysis, and rapid prototyping, Agile / Iterative Delivery

Cross-Functional GTM: Working Directly with Sales, Customer Success & Marketing to Win Deals, Sales Enablement, Apple / Jamf / Microsoft Partnerships

Tools: Amplitude, Tableau, Kibana, Jamf, Microsoft Intune, Entra ID, Jira, Confluence, Claude, Copilot

WORK EXPERIENCE

Principal Product Manager — Parallels

Vancouver, BC, Mar 2026 – Present

Scope: Parallels Desktop B2B product line — desktop virtualization, SaaS management portal, enterprise identity & access governance, MDM/identity-provider integrations.

- Own vision, strategy, and the multi-year roadmap for the Parallels Desktop B2B product line, defining the feature matrix, roadmap priorities, and positioning across all tiers and multiple release cycles.
- Lead cross-functional execution across 50+ people spanning engineering, design, QA, GTM, sales, support, and executive stakeholders, driving alignment on strategic priorities and quarterly delivery.
- Build lasting relationships with large-scale enterprise customers: lead technical discovery with their IT teams and translate complex deployment requirements into product conviction the team can rally around.
- Set technical direction for ecosystem integrations with Apple, Jamf, and Microsoft, defining how IT admins deploy, configure, and control the VMs through their existing management infrastructure.

Senior Product Manager — Parallels

Vancouver, BC, Mar 2024 – Feb 2026

Scope: Parallels Desktop B2B product line — desktop virtualization, SaaS management portal, enterprise identity & access governance, MDM/identity integrations.

- Launched Parallels Desktop Enterprise Edition from 0→1, securing Fortune 500 customer adoption within six months of general availability and growing the addressable market by 25%.
- Built the SaaS Management Portal from scratch in under 12 months, concept to technical preview in 3 months, shipped and adopted by enterprise customers within the year, enabling IT teams to control virtual machines at scale.
- Increased returning-customer revenue by 15% by delivering the enterprise feature set that drove successful upsell from Business Edition.
- Owned vision, strategy, and the multi-year roadmap for the B2B line; set success criteria and shipped on the timelines enterprise customers expect, reviewing quarterly with leadership, sales, and engineering.
- Defined and led delivery of core enterprise capabilities, defining the requirements and working shoulder-to-shoulder with engineering and design.

- Led enterprise customer discovery in the field, ran technical sessions with IT teams at large organizations to learn how they actually deploy and manage at scale, turning those constraints into product requirements.
- Served as technical SME for sales and GTM on product and integration questions, jumped on customer calls, authored customer-facing technical guides, and ran enablement for sales, support, marketing, and partner engineers.
- Presented at major industry conferences (MacAdmins and JNUC), engaging IT decision-makers across the education and corporate sectors.

Product Manager — Alludo (parent company of Parallels)

Vancouver, BC, Sep 2022 – Mar 2024

Scope: Parallels Client (endpoint for accessing Microsoft RDS and Parallels RAS resources — Mac and Windows).

- Led the complete redesign and rebuild of Parallels Client for Mac and Windows, modernizing the experience for employees of 10,000+ enterprise customers accessing published applications and remote desktops.
- Unified access to remote desktops, published applications, and Desktop as a Service within the Unified Client project, reducing friction for enterprise users.
- Brought data-driven decisions to Parallels Client across five platforms by designing a new event-based statistics structure and leading migration to Amplitude.
- Improved Parallels Toolbox NPS from 15 to 38 over four quarters through deep NPS analysis, targeted stability improvements, and roadmap prioritization tied to top complaint categories.

Product Manager — Parallels

Sep 2019 – Sep 2022

Scope: Parallels Toolbox (60+ tools, 1M+ active users); Parallels Universal Installer (download and installation infrastructure for the consumer portfolio).

- Owned the full product lifecycle for Parallels Toolbox, a 60+ tool suite with 1M+ active users, including strategy, roadmap, customer research, requirements definition, and cross-functional delivery.
- **Launched Parallels Universal Installer from 0→1:** defined the product, set up team processes from scratch, and shipped it to a 98% success rate across 200,000 monthly downloads and installations.
- Drove a 20% MAU increase for Parallels Toolbox through targeted UX enhancements and performance optimizations; a new Windows taskbar icon mode alone grew agent opens 3× (4,500 → 12,500/month).
- Built the analytics foundation for the trial funnel, partnering with the Data team on trial→paid conversion dashboards.

Intellectual Property Manager — Parallels

Nov 2016 – Sep 2019

- Built Parallels' patent portfolio management process from the ground up and expanded it to Corel Corporation, scaling to 20+ products and engaging 300+ distributed developers in structured IP brainstorming.
- Managed a collaborative R&D project with the University of Malta (with Malta Enterprise), securing 50% reimbursement of company expenses for salaries and equipment.

COMMUNITY LEADERSHIP & INTELLECTUAL PROPERTY

ProductBC — Volunteer, Mentorship Program Manager: Organized and led mentorship initiatives for Vancouver's product management community (150+ participants).

Industry Speaker: MacAdmins Conference and JNUC (Jamf Nation User Conference), Apple and MacAdmins Webinars, enterprise device management and B2B product capabilities. All content and visuals created independently.

7 Granted US Patents: 11169831, 10956186, 10812220, 10776236, 10999409, 11175878, 11221818

EDUCATION

Master's in Information Security — Moscow State Linguistic University, 2018

LANGUAGES

English (fluent) · Russian (native) · French (limited proficiency) · German (limited proficiency)