

WORK EXPERIENCE

- 2021-current **B.O.T – Product Development Manager** **Beirut, Lebanon**
 Led new product development, including market research, competitive landscape, feasibility study and cash flow projection for Data annotations for AI line of service.
- Initiated rebranding, marketing materials creation and sales strategy for the new product line.
 - Streamlined project monitoring processes, quality assurance and workforce selection and evaluation processes, piloted on 5 projects and delivered 21 projects with quality data output to international clients within 6 months of the launch with the total value of \$200K, managed UNICEF's \$50K grant deployment and reporting.
 - Organized training, workflows, defined teams structures, KPIs and responsibilities delegation for 100+ freelance workers and their supervisors; built force capacity from zero to 75 operating workers in 2 months period.
 - Designed project pricing and post-completion analytics tools to evaluate new business opportunities and assess projects' profitability.
 - Played key role in key tech infrastructure selection including negotiating packages with data annotation tools.
- 2017-2020 **SLIGHTER – COO & Business Development Manager** **Beirut, Lebanon**
 Headed business operations of the Health Tech connected hardware startup, from POC to the go-to-market stage: particularly responsible of budget planning, business and financial strategy, accounting and marketing.
- Developed business plans including strategic positioning, competitor analysis, market sizing, trends analysis, marketing plans, customer segmentation, and business performance analytics.
 - Led fund-raising objectives and efforts, through the preparation of investor materials and models, due diligence support and maintenance of cap tables and investor documentation.
 - Headed research projects with international institutes in the USA, France and UK; designed and led Beta-prototype testing with in Lebanon and United Kingdom, analyzed data and published results that confirmed 30% reduction within 2 months.
 - Applied, selected and participated in prominent accelerators: Techstars MetLife 2019 in USA, MassChallenge Boston 2018, Big Booster Lyon 2018. Got awarded: CES Innovation Award 2019, TechCrunch Disrupt Top Picks 2018.
- 2015 – 2016 **WAMDA – Senior Research Associate** **Beirut, Lebanon**
 Developed case studies and analyzed geographical and industry-specific trends; published the [research paper on access to talent](#) for MENA's entrepreneurs, conducted survey (3,000+ respondents) across MENA with 50+ interviews.
- 2009 – 2015 **BLOOMBERG L.P. – Team Leader, Product and Business Development at Data Acquisition Sales** **London, U.K.**
 Headed OTC data acquisition and publishing for 20+ Top EMEA countries, managed relationships with major public and private financial institutions, primarily central banks, ministries of finance, and leading banks; specialized in analyzing financial ecosystems, building financial products, acquisition and publishing financial data.
- Opened 11 new geographical markets, expanded customer base by 200+ accounts (~200% increase) and managed 300+ accounts across EMEA Emerging Markets; including major commercial banks and the countries' national banks.
 - Managed a team of 50 regionally based analysts and led a project to optimize feed solution for key Interbank fixings rates.
 - Developed and executed the department's business plan, succeeding to lead the team to 100% business plan completion which resulted in \$15Mn in annual revenues.
 - Evaluated opportunities for new platforms launch, led product development and implementation. Rolled out a tailored function for Central Banks and Ministries of Finance, which resulted in the sale of over 100+ terminals.
 - Built FX, FI, commodities trading products in EMEA EM, ensuring collaboration between regulators, banks and Bloomberg; e.g., pitched and ran FX & MM transition to Bloomberg in Moldova which resulted in the sale of 21 terminals generating over \$1Mn in annual revenue.
 - Supervised publishing of EMEA country and industry-specific reports on macro-financial data, FX and MM involving complex analyses, regressions, data correlation, and quality checks.
- 2004 – 2007 **GOVERNMENT SOCIAL INSURANCE FUND – Economist, Planning Department** **Russia**
 - Assessed the fund's policies performance and developed strategy for optimizing the regional Fund's performance based on the socio-economic model developed as part of my PhD project (see below).
 - Analyzed economic data and produced forecasts, conducted economic and social impact evaluations to assess the impact and effectiveness of the fund's initiatives and policies; led a team of 5 people responsible for budgets development and analysis.

EDUCATION

- 2004 – 2009 **TAMBOV STATE UNIVERSITY** – PhD dissertation in Socio-Economics **Tambov, Russia**
- 2008 – 2009 **COLUMBIA UNIVERSITY, COLUMBIA BUSINESS SCHOOL** – Doctoral research **New York, NY, U.S.A.**
- 2007 – 2008 **UNIVERSITY OF MICHIGAN, STEPHEN ROSS SCHOOL OF BUSINESS** – Doctoral research **Ann Arbor, MI, U.S.A.**
PhD thesis: SERVICE QUALITY ASSURANCE OF A PUBLIC SOCIO-ECONOMIC INSTITUTION (SEI); assessed the quality of governmental social benefits by modeling and arbitrating their social welfare and economic impact.
Awarded: US Fulbright Scholarship; DAAD (German Academic Exchange Service) Scholarship
- 2004 – 2006 **LONDON METROPOLITAN UNIVERSITY** – Masters' Degree in International Business **London, U.K.**
Awarded: Russian President Scholarship
- 1998 – 2003 **TAMBOV STATE UNIVERSITY** – Diploma with High Distinction (5 years) in Business Management and Finance

ADDITIONAL INFORMATION

Languages: native Russian, fluent English, basic French and Spanish.

Computer skills: Bloomberg terminal, professional level of Microsoft Excel, PowerPoint and Word, InDesign, Tableau

Interests: history, cinematography, classic literature, passionate for travel, skating, skiing, and piano.

Volunteering: taught English to children from Mexican families, Los Angeles, U.S.A.; participated in a number of Bloomberg sponsored volunteering projects, e.g., reading & math mentoring; London Wildlife Trust Conservation Work.