RASIM NADZHAFOV

CEO, CPO, CTPO, General Manager, VP of Product, Head of Product, Product Lead

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SUMMARY

I am a results-driven Tech & Product Lead with 12+ years of experience in IT, driving growth and innovation across industries like iGaming, esports, SaaS (b2b/b2c), HR Tech, and marketplaces. In roles such as CTPO, Head of Product, and Delivery Manager, I've bridged technical and business domains to deliver data-driven solutions that improved metrics like LTV, ARPU, retention, and ROI, fueling business growth.

I have successfully led strategic product initiatives that resulted in revenue growth of up to 50% and expanded market share in Europe, North America, LATAM, and Africa. With a solid foundation in full-stack software engineering and certifications like Professional Scrum Master (PSM) and Google Project Management, among others, I lead distributed teams using Agile methodologies, driving operational efficiencies and saving up to 40% in operational costs.

My expertise includes navigating product development and monetization strategies. I've built high-performing teams, improved productivity, and launched new products that drove company growth and maximized ROI. I've also represented companies at ICE, SBC, SiGMA, and Web Summit, solidifying brand presence and expanding networks in international markets.

My leadership is centered on integrating technology with product vision, solving complex challenges, and building sustainable competitive advantages. I am passionate about driving long-term growth, optimizing resources, fostering cross-functional collaboration, integrating user-centric approach, and creating innovative products that align with business objectives.

EDUCATION

Classic Private University
Bachelor's degree in Software Engineering

Classic Private University
Bachelor's degree in Advertising & PR Management

WORK EXPERIENCE

JOBHOUND & INDIGO HIRING
CTO/CPO, Co-Founder *- From Dec 2023*

I lead the tech & product development of a job board with AI-boosted matching algorithms, advanced ATS with deep search capabilities, personalized feed, automation tools, analytics, and career page builder, while integrating a flawless UX. All tailored for the EU market.

Key Responsibilities:
- Strategic and in-depth guidance from concept to market launch, tailored to the demands of the EU/Malta employment sector.
- Spearhead the software development lifecycle, emphasizing the product vision, cutting-edge technology, and user experience.
- Ensure an efficient development process across teams to meet fast-paced market needs & drive results under tight deadlines.
- Oversee technology infrastructure to ensure scalable, secure, cost-effective solutions, and implement ISO/IEC 27001 standards.
- Lead market research and feedback analysis to inform design and feature development, aligning with user needs and KPMs.

BABYLON PARK
Head Of Product *- Apr 2023 - Nov 2023*

I led product development and monetization direction for parks in the UK, Israel, Spain, and Serbia, managed dev & marketing teams, directed managers, and optimized resources/costs while reporting to the CEO & GM during a short-term crisis management contract.

Achievements:
- Hired a new dev team, terminating an ineffective team, reducing operational costs by 40% and boosting performance by ~50%.
- Launched a new park and all related products in Madrid, Spain.
- Designed/released a new mobile app with real-life rewards, paid subscriptions, mini-games, increasing ER/RR & LTV by 40%.
- Upgraded Magento and migrated infrastructure to nearby AWS, cutting costs by $6k monthly improving stability and LS by ~4 sec.
- Developed/launched a new easy-to-use design for terminals.

TEN.GG - THE ESPORTS NETWORK LIMITED
Chief Technology & Product Officer (CTPO) *- From Jan 2022*

Combining the roles of Chief Technical Officer and Chief Product Officer, I bridge technical, product, and business worlds. TEN is a business platform in the gaming industry with a job board, ATS, marketplace, business directory, all built on microservice architecture.

Key Responsibilities:
- Guide products from conception to production, ensuring timely delivery with detailed roadmapping and release planning.
- Conduct technical and market research, gather user feedback and analytics data, and translate insights into actionable tasks.
- Search/establish strategic partnerships and engage in biz dev.
- Oversee technology, infrastructure, security, policies & standards.
- Generate user-centric features and monetize them effectively.
- Conduct technical interviews and maintain a competency matrix.

LANGUAGES

English — Advanced
Ukrainian — Native bilingual language
Russian — Native bilingual language

Tech stack experience: HTML/CSS, JavaScript, Next.js, React.js, Node.js, PHP (Laravel), Java (Spring Boot), Redis, Kafka, SQL (PostgreSQL/MySQL), ELK, AWS/DO, Kubernetes, Docker, GitLab, GitHub, Bitbucket, Jenkins.

COURSES AND CERTIFICATIONS

Professional Scrum Master™ (PSM I)

Google Project Management Certification

Software Product Management

English Certificate - Proficient by EF SET

Gamification by Wharton University

Algorithms course by Standford Online

Machine Learning by University of Washington

Blockchain Basics by University at Buffalo & The State University of New York

Entrepreneurship by Wharton University

Scrum Master Certification

Agile with Atlassian Jira

Brand Management: Aligning Business, Brand and Behaviour by University of London

Machine Learning for Healthcare course by Standford Online

ETEAM, INC.
Project Manager / Business Analyst - *Jan 2021 – Jan 2022*

I worked with a team to develop Nedyx - Low Code Platform, creating an easy-to-use online platform and simplified custom programming language. This innovation enabled business managers to create sophisticated business/analytics apps without IT involvement. With other teams we developed a unique women's health tracker app on the App Store/Google Play and a Polkadot crypto wallet extension.

Key Responsibilities:
- Project control and execution
- Translate high-level product requirements into feature specs.
- Lead Agile project development & customer integration activities.
- Define the technical product strategy and roadmap.
- Manage project timelines and risks. Change management.
- Conduct discovery phases, market/competitor research, and project estimations.
- Oversee people management, including PM & BA mentorship

MOHIO SPORTS GMBH
Program/Product Delivery Manager - *Apr 2019 – Dec 2020*

I was in charge of the full cycle of product/project management, overseeing gaming products operating in 35 countries, including back office, B2B CRM, streaming platforms, new games, legacy products, and cashier software. I also led third-party game, software, and data feed integrations, oversaw new market launches with regional certifications and compliance, and showcased products at international conferences, and collaborated with stakeholders.

Key Responsibilities:
- Managed end-to-end product portfolio lifecycles across multiple platforms & distribution channels ensuring high GGR/NGR etc.
- Conducted industry research, created product vision & monetization strategies, led brainstorming, developed wireframes.
- Launch games in new markets and pass certification labs.
- Created and prioritized user stories for maximum value.
- Integrated and optimized Agile workflows (Scrum/Kanban) to improve efficiency and optimize work processes.
- Presented products at gaming exhibitions such as ICE London.
- Engaged in business development & led partnerships integration.

ABSOLUTE WEB SERVICES
Senior IT Project Manager - *Sep 2018 – Feb 2019*

I led major ecommerce projects for renowned brands like MigVapor and Capezio, overseeing full lifecycle development and support of custom Magento 1/2 Enterprise platforms for the US market. I managed a high-performing team of 35+ specialists across all disciplines (Front-End, Back-End, DevOps, QA, UX/UI), optimizing workflows to deliver high-quality outcomes. My responsibilities included defining user stories, refining Jira workflows, ensuring seamless release management, and conducting training on UX/UI, Frontend UI, and SEO. This was a short-term contract.

IT COMPANY & DIGITAL AGENCY "SHTURMAN"
Creative Director / Lead PM - *Sep 2017 – Sep 2018*

I successfully led over 80 projects for major brands, encompassing consultations, brand development, and cross-functional team management (PMs, designers, SEO/PPC specialists, developers). Drove high client satisfaction by ensuring exceptional service levels and conducting strategic negotiations with top managers. Provided crisis management for large-scale projects, implemented team training programs, organized PMO & mentored project managers.

RECENT RECOMMENDATIONS

VICTORIA GONCHAROVA
June 15, 2022

PMP, Head of PMO at eTeam | VP of Academic Outreach at PMI Ukraine Chapter

I was a Head of Project Management Office Rasim was a part of during one year. We launched two projects with Rasim, using different budgeting approaches and both projects were delivered successfully.Rasim is a very skilled and talented manager with high attention to both teammates and Client needs, a willingness to know and understand all project scope details, and a desire to do his best to bring as much value as possible on time.I really enjoyed our collaboration and am proud of Rasim's current success as CTPO.

HANS PETER WOLFF
January 26, 2022

CTO at Nedyx Software GmbH, a SaaS Based Low Code Software

I worked with Rasim for about one year, and enjoyed our collaboration very much. He has a very professional approach, is highly reliable in every aspect, and has great communication and collaboration skills, effectively applied in our multi-regional team. As a project manager, he kept the project running and ensured that we achieved more than expected during this time. In addition, I can't remember a colleage with shorter response times in my career.

ANDREAS NEUBAUER
December 17, 2020

Founder & CEO at MOHIO Sports

I have known and worked with Rasim for over one and a half year and consider him to be highly professional, dynamic and proactive as well as imaginative and resourceful. I have often been impressed with the creativity and alacrity he displays when tackling difficult problems and tasks. I can honestly say it is a pleasure to know and work with Rasim

CORE SKILLS & TOOLS

MANAGEMENT

Project Management
Product Management
Engineering Management
Delivery Management
Program Management
C-Level Management
General Management
Technical Management
Design Thinking
Product Design
Business Analytics
Agile: Scrum, Kanban, SAFe
Product Owner
Scrum Master
Waterfall
SDLC
Entrepreneurship
Crisis Management
People Management
Quality Assurance
PMO Management

SOFTWARE

Jira
Confluence
Bitbucket
Gitlab
Github
Trello
Asana
MS Office
MS Project
Microsoft 365 for business
Postman
Adobe Suite
Figma
Analytics tools
SEO tools
Wireframing tools
Docker
Kubernetes
New Relic
VS Code

MY QUALITIES

Continuously self-developing, ethical, empathetic, adaptable, and hard-working professional. Known for being responsible, proactive, sociable, enduring, and attentive. Passionate about problem-solving, with a proven track record in this skill.

IT COMPANY & DIGITAL AGENCY "SHTURMAN"
Senior Project Manager - *Feb 2017 – Sep 2018*

Managed up to 20 projects simultaneously, leading multiple teams and overseeing all stages from pre-sales and estimation to post-launch support. Excelled at client communication, conducting daily negotiations and ensuring project alignment with business goals. Designed detailed wireframes and UX architecture to optimize user journeys, resulting in engaging and effective digital experiences.
Domain Experience: Gained valuable experience developing online builders for e-commerce and printing industries, along with corporate websites, marketplaces, dating platforms, and other mobile apps.

EXPAT LAWS - IT TROPICO
Product Manager / UX Designer - *Sep 2016 – Jun 2017*

I managed multiple products, including Expat Laws, Delivery Map Service, and Political Exchange Platform. My role included developing business plans, naming products, hiring remote employees, integrating Scrum methodology, and wireframing. I led three outsourced teams, collaborated with the CEO and stakeholders, conducted marketing research, and managed product backlogs and sprints. I also tested product interfaces & functionality.

Key Responsibilities:
  • Managed multiple products and developed business plans.
  • Hired remote employees and integrated Scrum methodologies.
  • Created wireframes and led three outsourced teams.
  • Led market research initiatives and brainstorming sessions to inform product strategy.
  • Managed product backlogs, sprints, and tested product interfaces.

BASTARD STUDIO
Founder, CEO - *Dec 2015 – May 2019*

I founded Bastard Studio, an outsourcing company now run by my partners, and oversaw its full management. My responsibilities included project implementation, client negotiations, budget calculations, hiring and training remote employees, and establishing contracts and partnerships. I also directed the creative aspects of the business, leading to the company becoming an almost fully automated income-generating entity.

Key Responsibilities:
  • Managed full operations, including project implementation, client negotiations, and budget management.
  • Hired, trained, and managed remote employees.
  • Established and maintained strong partnerships with companies such as Lead Point, BBF Media, Zlodei, CaseStudy, Shturman, Navix, and Lapitsky Media Network.
  • Advised on creating promo sites, E-commerce platforms, and brand positioning for major brands like Global Spirits.
  • Developed Case Library, a unique book-like case brand, from scratch, including its business plan, making it popular in the US.

SUPERMARKET OF BEDS "KROVATKI"
SEO-Specialist, Web Developer - *2014 – 2015*

I focused on SEO promotion for multiple websites selling children's room products, primarily Krovatki.biz. My role included compiling a semantic core, setting up meta tags, writing sales texts, and handling link building through both manual methods and purchasing links on relevant resources. I also installed, configured, and expanded functionality on CMS Opencart, worked with plugins and extensions, and modified PHP, CSS, HTML, and JS to enhance site functionality.

...AND 5 YEARS OF FREELANCE IN IT AS A WEB DEVELOPER.