



RASIM NADZHAFOV

CEO, GM, CPO, CTPO, Head of Product, Product Lead, Product Owner

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SUMMARY

I am a results-driven **IT Product Lead with 12+ years of experience**, driving growth and innovation across industries like **SaaS (B2B/B2C), HR Tech, CRM, iGaming, Low Code, Real Estate, Fintech, ecommerce, and marketplaces**.

I specialize in building innovative, tailored and scalable solutions, addressing market challenges with future-proof technology, including deep AI/ML integrations. I manage **end-to-end product lifecycles**, from ideation and planning to development and release, and excel in process reengineering, prioritization, and cross-functional collaboration to deliver user-centric products. In roles such as CTPO, Head of Product, and PM, I've bridged technical and business domains to deliver data-driven solutions that improved metrics like **LTV by up to 40%**, increased **ARPU by 30%**, boosted **adoption, retention, ROI**, fueling product growth, and simultaneously improving UX.

I have successfully led strategic product initiatives that resulted in **revenue growth of up to 60%** and expanded market share in Europe, NA, LATAM, Asia, and Africa. This includes achieving certifications such as **ISO 27001, PCI DSS, BMM, and GLI**. With a solid foundation and a degree in **full-stack software engineering** and certifications like **PSM, PSPO, GPM** etc. I lead distributed teams using Agile/Lean, set & achieve OKRs, drive operational efficiency, **save 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 global events like **ICE, SBC, SIGMA, and Web Summit**, solidifying brand presence and global networking.

My leadership approach centers on aligning technology with product vision, effectively managing scope, solving complex challenges, and creating sustainable competitive advantages.

EDUCATION

Classic Private University

Bachelor's degree in [Software Engineering](#)

Classic Private University

Bachelor's degree in [Advertising & PR Management](#)

WORK EXPERIENCE

TEN.GG - THE ESPORTS NETWORK

CTO/CPO (Chief Technology & Product Officer) - From Jan 2022

I lead the full end-to-end guidance from concept to market launch.

Products Portfolio:

- **TEN Business Platform for esports/iGaming:** companies directory, job board, ATS, service marketplace, iGaming B2B/B2C consulting.
- **Jobhound:** AI-powered job board for the Malta market with personalized matching, talent pool functionality, and ATS features.
- **Indigo Hiring ATS:** Advanced ATS with Careers Page Builder.

Key Responsibilities:

- Define and execute a strategic product vision from concept to launch, aligning with business goals and market demands.
- Lead end-to-end product development with a fast-paced SDLC and Agile methodologies, integrating advanced technologies (e.g., AI analytics, personalization, marketing automation, gamification).
- Oversee partner integrations, stakeholder negotiations, and product consultations to drive market expansion and licensing.
- Optimize UX/UI through market research, analytics, and user analysis.
- Manage ROI, P&L, product backlogs, while driving improvement.
- Oversee technology architecture & infrastructure to ensure scalable, secure, cost-effective solutions, and implement ISO 27001 standards.
- Guide cross-functional teams (engineering/delivery, product, operations etc) through Agile leadership & communication, fostering a high-performing culture, mentoring, and competency development.

Achievements:

- Increased **LTV by 40%**, **ARPU by 30%**, achieved **up to 50% revenue growth**, and **reduced infrastructure & engineering costs by 40%**.
- Launched Jobhound, acquiring **528 business clients** and **growing revenue from €0 to €30K to €45K+** monthly in just 9-12 months.
- Delivered advanced Indigo Hiring ATS as a white-label solution, enhancing monetization for over **8,000 B2B clients** of Indigo Suite.
- Spearheaded TEN Business Platform Development. **Delivered B2B consultations** and **integrated iGaming solutions (sports/esports betting, CRM, marketing automation)**, **improved UX** and **reduced costs**, driving expansion and innovation across the **EU, LATAM, Asia**.

BABYLON PARK

Head Of Product - Apr 2023 - Nov 2023 (Short-Term Contract)

I led ecommerce and gaming product development on monetization/key metrics directions for physical amusement parks and online platforms in the UK, Israel, Spain, Serbia. Managed dev, product & marketing teams.

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.
- Released a new mobile app with real-life rewards, paid subscriptions, mini-games, **increasing ER/RR & LTV by 40%**.
- Upgraded infrastructure, **cut costs by \$6k/month** & boost stability.
- Launched a gamified feature for collecting BP NFT cards.
- Developed/launched a new easy-to-use design for terminals.

LANGUAGES

English — Advanced (C1)

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



Gamification by Wharton University



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



Machine Learning by University of Washington



English Certificate - Proficient by EF SET Malta



Algorithms course by Stanford Online



Entrepreneurship by Wharton University



Agile with Atlassian Jira



Scrum Master Certification



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



Machine Learning for Healthcare course by Stanford Online



ETEAM, INC.

Senior PM / 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 excel-based custom programming language (DSL) integrated with ODBC. This innovation enabled business managers to create sophisticated business/analytics apps without IT involvement. With other teams we developed a women's health tracker app Moody on the Apple/Google stores and a Polkadot crypto wallet app with a chrome extension.

Key Responsibilities:

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

MOHIO GAMING GMBH

Head Of Product Delivery - Apr 2019 – Dec 2020

I was in charge of the full cycle of product/project management, overseeing gaming products operating in 35 countries (Europe/LATAM/Africa), 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 and distribution channels.
- Conducted industry research, created product vision, monetization strategies, and improved products ensuring high % in key gaming metrics.
- Cooperated directly with C-Level and led cross-functional teams.
- Launch games in new markets, pass certification labs such as GLI & BMM.
- Created and prioritized user stories with RICE model for maximum value.
- Integrated and optimized Agile workflows (Scrum/Kanban) to improve efficiency, transparency and optimize work processes.
- Presented products at gaming exhibitions such as ICE London, and more.
- Engaged in business development, and led partnerships integration.
- Wrote analytical and promo gaming/betting articles, achieving top Google rankings, boosting brand visibility and B2B traffic.

ABSOLUTE WEB SERVICES

Senior IT Project Manager - Sep 2018 – Feb 2019 (Short-Term Contract)

I led major ecommerce projects for renowned brands like MigVapor vape store, and its vape builder module, and Capezio - shoes, apparel and accessories, 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.

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 and mentored project managers.

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 colleague with shorter response times in my career.

ANDREAS NEUBAUER

December 17, 2020

Founder & CEO at MOHIO Gaming

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

C-Level Management
Operational Management
Product Management
Project Management
Program Management
Business Development
Delivery Management
Engineering Management
Technical Management
Hiring Management
Legal Management
Crisis Management
People Management
PMO Management
Cross-functional Management
Design Thinking
Business Analytics
Agile: Scrum, Kanban, SAFe
Product Owner
Scrum Master
SDLC
Entrepreneurship

SOFTWARE

Issue Management:
Jira, Trello, Asana, Bugzilla
Analytics & BI:
Google Analytics, Tableau, Looker, Power BI, Amplitude, Hotjar, Clarity, AppsFlyer etc
Documentation:
Confluence, Notion, MS Office, Microsoft 365, Google Docs
Marketing Automation:
Optimove, CleverTap, Brevo, Mailchimp, SendGrid etc
SEO:
Semrush, Ahrefs, Moz, Google Trends, Search Console etc
Design:
Figma, Adobe Suite, Moqups
Other tech and tools:
GitLab, GitHub, Bitbucket, Jenkins, Postman, Docker, Kubernetes, New Relic, Kibana, Grafana/Loki, VS Code etc

MY QUALITIES

Continuously evolving and results-driven professional with strong communication skills. Passionate about leveraging technology and innovation to drive business growth through user-centric solutions, resource optimization, and effective cross-functional collaboration.

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 ecommerce/online stores on WP, Shopify, Magento, Opencart, online builders for ecommerce, igaming management systems and data feeds, B2B and B2C marketplaces, dating platforms, and mobile apps.

EXPAT LAWS - IT TROPICO

Product Manager / UX Researcher - Sep 2016 – Jun 2017

I managed multiple products, including Expat Laws, Delivery Map Service, and Political Exchange Platform. My role included developing product business plans focused on key metrics to drive performance, interviewing and hiring developers, designers and marketing specialists, integrating Scrum methodology, and wireframing. I led three outsourced teams, collaborated with the CEO and stakeholders, conducted market research, and managed product backlogs. I also participated in products QA.

Key Responsibilities:

- Managed multiple products and developed business plans, optimizing for DAU/MAU, CAC, LTV, Conversion, Adopting, and Retention Rates.
- Hired remote employees and integrated Scrum methodologies.
- Created wireframes and led three outsourced teams.
- Led market research initiatives and brainstorming sessions.
- 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 OUTSOURCE FREELANCE EXPERIENCE IN IT AS A WEBMASTER, FULL-STACK WEB DEVELOPER, AND PROJECT MANAGER ACROSS MANY DOMAINS.