

Mikael Geletsian

Chief Product Officer & Consultant

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 London, England, United Kingdom

Skills: CPO Expertise | E-comm Product Management | Gamification

Languages: English (Full Professional), Русский (Native)

Experience

Chief Product Officer, Detsky Mir

Sep 2019 - Present

- Led e-comm app "Detmir" to 14M downloads & 4M MAU.
- Launched marketplace with 3K suppliers & 1M SKU.
- Established in-house "Product Design" & "UX Laboratory" units.
- Achieved NPS increase from 40 to 70 for digital products.

Product Manager, Turbo App

Mar 2018 - Aug 2019

- Pioneered the app for in-car refueling; preceded "Yandex Refueling".
- Achieved integration with Tinkoff Bank for seamless refueling experience.

Product Manager, KidZania Moscow

Nov 2015 - Dec 2017

- Spearheaded digital infrastructure for the Moscow franchise.
- Established a web-based platform that became standard for 17 countries.

Chief Product Manager, Innova Systems

Sep 2010 - Dec 2016

- Developed "4game" platform, increasing LTV by 30% through cross conversion.
 - Decreased time to market for localized games from 10 to 4 months.
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Education

HSE Tikhonov Moscow Institute of Electronics and Mathematics
Automation & Intellectualization of Management Processes

2004 - 2008