



RESUME

Alexander Khaustov

Moscow, 34 year, b.d. 14.05.1983

Product Owner

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ALMA GROUP HOLDING

Moscow, *alma.group*

Head of product development department

dec. 2015 — oct. 2017

As a product owner I am responsible for centralization of the product portfolio of all affiliated companies under a single brand based on the White label business model.

A number of activities were carried out during the work:

- ✓ Reduction of costs for media content by 6 million rubles per year due to optimization of contracts by 42% in the digital network.
- ✓ Developed platform requirements the provision of services, carried out the test and development of commercial activities, the selected contractor made technical arrangements for systems integration.
- ✓ Develop methods for optimizing the cost of content in an analog network, which saves 3.5 million rubles a year.
- ✓ Comparison of the characteristics and conditions of Developed pricing, taking into account the patterns of transmission license relationships outside contractor, ensuring the growth of ARPU by 20%.
- ✓ Carried out project activities, the successful defense of the project on the commercial Committee, the passport product, prepared unique product offering. The project was put into commercial operation.
- business models, as a result of which WHITE LABEL was chosen as the most minimizing risks and costs to the company, by transferring the broadcast (technical) part of the project to an external contractor.

Other:

- + Management and optimization of the content Department, by automating processes.
- + Development of a strategy to expand the penetration of services in the Russian Federation, UPSALE.
- + Development of product variants and implementation expanding the company's portfolio, affecting B2C, B2B, B2G, B2C, as well as the banking sector.
- + Control of legal risks, work in regulators.

BRADBURYLAB, LLC

Moscow, *bradburylab.com*

Business Analyst, Product manager

aug. 2014 — sept. 2015

As an analyst, he was responsible for the development of licensing schemes for the selected business model, technical solution and conditions of the customer, for large telecommunication projects (OTT / IPTV / hybrid system).

Основные достижения:

- ✓ The creation of the business model in anticipation of changes in Federal law "On communications" on the second multiplex, based on our own assumptions the wording of the bill that became the key competitive advantage in the selection of the Contractor in favor of the employer company.
- ✓ The creation of a business model for deployment VoD service without significant financial injections for the purchase of content for Telecom operators, FAST VoD (free VoD).

Other:

- + Management and development of integration product using OTT technology.
- + Experimental work on the implementation of additional tools in the platform.
- + Development of regulations and action scenarios, other technical documentation

MUSICBOX GROUP RUSSIA*Moscow, musicbox.mass.hc.ru*

Lead Manager of the Development and Distribution Department

*apr. 2013 — aug. 2014**In the area of responsibility Of the management Department of regional distribution.*

- ✓ Creation of the actual tariff for the provision of music content as an object of complex intellectual property rights for commercial use.
- ✓ Preparation of allowing documentation for the opening of a new music channel in HD format.
- ✓ The conduct of foreign activities to develop a presence of TV channels (CIS, Baltic States, Europe, MIR.)

Other:

- + Participation in the preparation and implementation of the event The "Real Prize MUSICBOX" in the Kremlin.
- + Ведение специальных проектов.

TSIFROPROM, LLC*Moscow, mil.mtt.ru*

Product manager

nov. 2011 — dec. 2012

In the area of responsibility implementation of projects aimed at ensuring the needs of the state customers'. The project of MTT IPTV "Military towns".

- ✓ Realised organization license parts of the project.
- ✓ Developed content policy in accordance with the contract MTT
- ✓ The confirmation project customer.
- ✓ The confirmation project customer.
- ✓ Delivery of the project in Commercial operation.

Other:

- + Ideological participation in projects "3 vi children's learning media center", divided into Android application "Frolic" and media player 3vi. The creation of the Bible project.

TPO RED MEDIA, LLC*Moscow, red-media.ru*

Lead Manager of the Development and Distribution Department

dec. 2010 — sept. 2011

In the area of responsibility distribution of 14 television channels of production of Red Media and taken on distribution.

- ✓ Expansion of the coverage area of TV channels, which increased the financial return on the sale of services by 10%.
- ✓ The launch of the TV channel "Europa plus TV", output to 2 million subscribers for the first six months.

Other:

- + Management and coordination of managers of the content distribution Department and related economic division.

RICOR HOLDING*Moscow, rikor.com*

Manager of the Vendors Department

jan. 2010 — dec. 2010

In the area of responsibility the conclusion of the new project "Active TV" on the market.

- ✓ Carried out the commercial launch of the project.
- ✓ The positioning of a fundamentally new product is developed.
- ✓ An affiliate network has been created.

NTVPLUS telecompany, OJSC

Moscow, ntvplus.ru

Leading Manager of Sales and Marketing Department

jan. 2005 — aug. 2009

In the area of responsibility development of connections of new subscribers in the partner network in the territory of the world.

- ✓ Starting the working portal for the company's partners, since the opening through the portal accepted more than 78 million applications.
- ✓ As a result of the project opening, the company now has the lowest ARPU in Russia.
- ✓ Integration of activities into the first partner program in Russia Connect.ntvplus.ru
- ✓ Attracted about 900,000 subscribers.

Other:

- + Forming the base of partners-installers.
- + Development of incentive programs for partners that can positively influence the attraction of new subscribers.
- + Organization and holding of the first conference of partners.

Random organizations,

Moscow, (private commissions, retailers Technosila, M Video)

Sales Consultant

August 2002-November 2004

UNIVERSITY

National Research University (Moscow Aviation Institute)

- 2002 year Engineer Diploma Bachelor "Technology of Electrical Equipment"
- 2008 year Diploma Magister Informatic Analyst "Control Systems, Computer Science and Electric Power Industry"

Key skill

Analytical mind

Not a standard project thinking

Innovation

Interests

Programming, neural networks and machine learning, web design.

Recommendations

ALMA.GROUP

Miraeva Izyatgul Aminovna

Chief Business Development Officer

THANKS FOR WATCHING.