

# George Laliashvili - Product Leader & Former Founder

✉ [hi@iamgeorge.nl](mailto:hi@iamgeorge.nl)

☎ [+31 655 914 658](tel:+31655914658)

📍 Amsterdam, NL

🌐 [/in/georgelaliashvili](https://www.linkedin.com/in/georgelaliashvili)

Product manager with 12+ years of experience building and growing B2B SaaS, marketplaces, and consumer apps from the ground up. My background spans startups, scale-ups, and enterprises across revenue growth management, productivity, and sustainability areas.

I build with the problem-first approach and lead by focusing on small wins that shape the overall product experience for users.

## Recent Experience

### Senior Product Manager @ Scaler



Oct 2024 - Present (11m)

- Leading data collection and analytics product teams.
- Working closely with high-impact clients to translate critical ESG reporting needs into product outcomes.
- Building scalable solutions to strengthen regulatory compliance across multi-regional portfolios.

### Product Manager @ Buynomics



Jan 2024 - Oct 2024 (9m)

- Designed and launched a goal-based pricing simulation tool helping customers hit business KPIs.
- Built a pricing simulation changelog enabling efficient collaboration across multi-account clients.
- Enhanced platform architecture with new internal admin system, data hierarchy, and user management.

### Founder & Head of Product @ Stack



May 2018 - Jan 2024 (5y 8m)

- Oversaw product discovery and vision alignment.
- Fostered culture of data-driven decision making.
- Launched and generated \$120K in the first 3 months.
- Grew user base 3x through PLG, network effect, and social features (shared workspaces).
- Led technical migration from ElectronJS to Chromium.
- Increased activation rate by 40% through A/B testing and UX experimentation.

### Product Owner → Senior PM @ GITA



Jan 2016 - May 2018 (2y 5m)

- Built international mentor network connecting founders with domain experts.
- Designed and ran a pre-acceleration program; 8 of 30 companies raised \$4.3M post-program.
- Led projects and programs facilitating direct foreign investments in local tech scale-ups.

### Head of Product @ NextMart



May 2014 - Jan 2016 (1y 9m)

- Transitioned business from hardware to mobile marketplace app.
- Established 42 B2B partnerships, scaled shoppers from 100 to 7K in 8 months.

## Education

### B.Sc. Physics @ Tbilisi State University

Georgia, 2007 - 2011

Activities: Chairman of the President's Advisory Board at Student Self-Government

## Certifications

### Emergency Response Officer

BHVNederland, Jul 2025

### Product Management Professional

Aha!, Oct 2023

### Scrum Master

Project Management Institute, Oct 2023

## Product & Business Skills

- Business strategy
- Vision development
- GTM strategy
- Change management
- Stakeholder management
- Public speaking
- Customer discovery
- Leadership
- Mentorship

## Tools & Technical Proficiency

- Data analytics
- Data querying
- Roadmapping
- APIs
- A/B testing
- Product analytics
- Webflow
- Low-code MVPs
- Figma