

# George Laliashvili - Product Leader & Former Founder

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Product leader and former founder with 12+ years of experience building and scaling B2B & B2C SaaS, marketplaces, and consumer tech. I've successfully led 0→1 and scale-up phases, modernized live platforms, and driven product-led growth. I work problem-first, diagnose with data, and prioritize compounding outcomes over activities.

## Recent Experience

### Senior Product Manager @ Scaler



Oct 2024 - Present

- 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



Oct 2023 - Oct 2024

- 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 - Oct 2023

- 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

- 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

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

## Education

### MSc. Economics @ Tbilisi State University

Georgia, 20011 - 2013

### BSc. Physics @ Tbilisi State University

Georgia, 2007 - 2011

## 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 MCPs AI / LLM