

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

BHV Nederland, 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