

# Konstantine Gugunava

Business & Tech Generalist | Sales & Product-Focused | Fintech, AI & Blockchain Enthusiast | J-1 Visa Sponsored

+1 (510) 779-2020 | +33 7 78 12 43 05 | [kugunava2001@berkeley.edu](mailto:kugunava2001@berkeley.edu) | [linkedin.com/in/konstantinegugunava](https://www.linkedin.com/in/konstantinegugunava)

## PROFESSIONAL SUMMARY

Multidisciplinary business profile with international experience across **sales**, **strategy**, and **technology-driven growth**. Skilled in driving client acquisition, leading GTM initiatives, and bridging business with tech (AI, APIs, blockchain). I've launched MVPs, closed deals, automated sales funnels, and worked with clients from startups to institutions. Currently focused on scaling solutions at the intersection of **fintech**, **innovation**, and **automation**.

## EDUCATION

University of California, Berkeley — Berkeley, CA

2024 – 2025

Start-up Semester at SCET (UC Berkeley) & MSc Entrepreneurship, Technology, and Startup Management

- An immersive academic semester focused on startup creation and innovation within Silicon Valley's ecosystem.
- Key coursework: Technology Entrepreneurship, Challenge Lab, Growth Marketing, Product Development.
- Developed **PredicTagAI**, an **AI-driven dynamic pricing tool**, pitched to Silicon Valley VCs.

North Carolina State University — Raleigh, NC

2023 – 2024

Master in Management – Exchange Program (Spring 2024)

SKEMA Business School — Paris, France

2023 – 2025

Master in Management (MIM) & MSc Entrepreneurship, Technology, and Startup Management

- Dual-degree program with UC Berkeley specializing in entrepreneurship and venture creation.
- Key coursework: Corporate Finance, Strategy, Venture Capital, AI Applications, MVP Development.

Université Paris 1 Panthéon-Sorbonne — Paris, France

2019 – 2022

Bachelor's Degree in Economics

- Research focus: Neobank Business Models and Fintech Profitability Analysis.
- Specialized in economic modeling, financial analysis, and international monetary systems.

## PROFESSIONAL EXPERIENCE

Hivenet (decentralized cloud infrastructure) — Sophia-Antipolis, France

February 2025 – Present

Strategic Consultant

- Defined go-to-market strategy for **tokenized cloud service**, aligning user incentives to drive exponential growth.
- Designed a pricing and contribution model to scale to **100M users with <\$20M in acquisition and infra costs**.

Stancer (next-gen payment infrastructure provider) — Paris, France

December 2022 – April 2023

Fintech Sales & Business Development Intern

- Expanded regional client portfolio **by 15%**, **acquiring 8+ high-value** accounts through predictive sales analytics and targeted outreach automation.
- Collaborated with the VP of Sales to refine the **B2B fintech payment solutions strategy**.
- Designed **data-driven sales pipeline automation**, increasing fintech conversion rates by 10% using predictive analytics and AI-based lead scoring.

PKF Kaizen (audit & consulting) — Tbilisi, Georgia

April 2021– July 2021

Audit Assistant

- Conducted financial audits and created **3+ financial reports for SMEs**, improving cost efficiency.
- Managed financial documentation and regulatory reporting for 40+ clients, ensuring full compliance with IFRS, GAAP, and audit risk protocols..

## ENTREPRENEURIAL EXPERIENCE

PredicTagAI — Berkeley, CA

October 2024 – January 2025

Marketing & Partnerships Lead (Completed Project, now seeking to apply insights in a Fintech/AI startup internship)

- Led go-to-market and commercial strategy for AI pricing tool, improving sales by 10–12% for U.S. retail clients.
- Initiated and closed partnership with Pricer's VP of Sales for integration and joint scaling.

Finka — Paris, France

September 2019 – June 2020

Founder & Project Lead

- Developed an **MVP for a peer-to-peer lending app**, validated by 100+ beta users, offering microfinance solutions for students.

## SKILLS & CERTIFICATIONS

**Sales & Growth:** B2B Outreach, CRM Automation, Predictive Lead Scoring, Product-Market Fit, Cold Emailing, Copywriting, Product-Market Fit

**Tech Literacy:** Python (Pandas, NumPy), R, Ethereum, APIs, AI in Fintech

**Blockchain:** Ethereum Smart Contracts, Solidity, Bitcoin Protocols, DeFi Applications

**Data Analysis:** Financial Modeling, Risk Assessment, Predictive Analytics

**Tools:** Salesforce, Google Analytics, Bloomberg Terminal, Zapier, Make, Orange, AWS

**Certifications:** Bloomberg Market Concepts, Fintech Foundations (Wharton), Software in Finance (Stanford)

**Languages:** Georgian (Native), French (Native), English (Fluent), Russian (Conversational), Spanish (Basic)

## LEADERSHIP EXPERIENCE

Alpha Crew | Paris 2024 — Paris, France

May 2024 – July 2024

Crew Team Manager

- Managed a 12-member team executing 30+ global client projects (NBC, Meta, Visa) during the Paris 2024 Games.

**Work Authorization:** Eligible for J-1 visa sponsorship – process managed by certified agency, no legal restrictions.

