Mark DROZDOV

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📍 Vienna, Austria

EDUCATION

Software and Information Engineering | *Bachelor of Science*   2021 – PRESENT
Vienna University of Technology

Hotel Management and Operations | *Bachelor of Business Administration*   2018 – 2022
MODUL University Vienna
Diploma thesis "The Impact of Perceived Sustainability on Blockchain Adoption in the Hospitality Industry"

WORK EXPERIENCE

Product Manager | *IDCanopy*   OCT 2024 – PRESENT
- Coordinated cross-functional teams to develop and scale identity verification and eKYC products for regulated industries. Led product documentation, client onboarding, and go-to-market readiness while aligning engineering and compliance efforts.

Co-Founder and CEO | *susteam*   SEP 2022 – JAN 2025
- Led product and business development for 'susteam,' a project digitizing and optimizing sustainability and ESG reports for the hospitality industry. Managed development, sales, and budgeting, and participated in the AWS First Incubator.

Junior Operations Manager | *Smart Ident*   MAR 2022 – OCT 2024
- Engaged with banking and insurance clients to integrate KYC/KYB solutions, translating industry needs into product specifications and monitoring application performance to ensure efficiency.

Pitch Trainer | *Entrepreneurship Avenue*   APR 2024 – MAY 2024
- I was invited as a Pitch Trainer to help participating startups prepare for their final presentation and share my experience on the topic. Under my guidance onne of my mentees was able to secure the second place.

CTO | *Reisigo*   JUL 2022 – OCT 2022
- Joined the AWS First Incubator program as part of the Reisigo project, where I assisted the co-founders with my expertise in hospitality and IT. Worked closely with the founders, gathering their needs to design the customer flow and shape the digital product's user experience.

Academic Tutor | *MODUL University Vienna*   MAR 2020 – JUN 2022
- Hired as a tutor for Accounting and Management Control I and II, Math, and Statistics I II at MODUL University Vienna, due to academic performance. Successfully tutored approximately 50 international students.

Real Estate Development Intern | *LLP "Liga Holding"*   MAY 2021 – OCT 2021
- Supported business transactions with partners in Turkey, using language skills to coordinate meetings and handle communications.

CERTIFICATIONS

Nachhaltigkeitsbericht und EU-Taxonomie-Verordnung | *KlimaBündnis*   Jun 2024
- Completed workshop series on ESG reporting for companies.

Abfallbeauftragter GEM. § 11 AWG 2002 | *Kanzian Engineering and Consulting GmbH*   Sep 2023
- Copleted a university course "Zertifizierung im Umweltmanagement" with a focus on ISO14001 and EMAS II. Upon completion, I took a certification exam on Waste Management in Austria.

NFT Talents | *Frankfurt School Blockchain Center*   Oct 2022
- A deep dive into NFTs, their current and potential use-cases, the technology behind and advantages and limitations.

SKILLS

Technical Skills
- Web Development (HTML, CSS)
- Java, JavaScript (beginner)
- SQL, FastAPI (beginner)
- RStudio
- Solidity (beginner)
- AWS Cloud (beginner)

Skills
- Microsoft Office
- Atlassian (Jira, Confluence, Trello)
- Figma
- CRM (Zoho)
- Document 360
- Firebase, App Store Connect

Languages
- English (C1)
- German (C1)
- Russian (C2)
- French (B1)

PROJECTS AND AWARDS

AIM Hackathon 2025 | *Winner*   AIM - AI IMPACT MISSION – OCT 2025
- Built an AI agent capable of answering sustainability-related questions by retrieving and reasoning over data from Wikipedia, a structured database, and ESG PDF reports. Implemented a Retrieval-Augmented Generation (RAG) pipeline with explainability features to ensure transparency and accuracy in responses.

RAG, LLMs, ESG, AI Agents, Prompt Engineering

AIM Hackathon: Sustainbility meets LLM | *2nd Place Winner*   Oct 2024
- Led the development of a scalable tool to detect greenwashing in ESG reports using RAG and LLMs. Successfully built an automated system to highlight misleading sustainability claims and assign trustworthiness scores.

Python

Impact Entrepreneur | *Sustainable Impact Academy*   Dec 2023
- Engaged in hands-on workshops, mentoring, and business plan development. I gained a certificate upon completion and expertise in social business modeling, financing, legal aspects, and impact measurement.

Presenting, Teamwork

Tourism Technology Hackathon | *2nd Place Winner*   Nov 2023
- Our team implemented a data pipeline mapping the data from different sources and building a knowledge graph for the different tourism subjects. The result was visualized as an interactive map with the chat bot, that could help toruism destinations with data analysis and conclusions.

FastAPI, React

Coding Austria | *Lip Reading app at Hackathon*   Jul 2023
- Utilized Audio-Visual Hidden Unit BERT model for lips reading task for the Austrian Red Cross challenge. Integrated the model into the web app, which allowed the Red Cross team to communicate in a very noisy environment

FastAPI, Next.js

Planet Needs YOUth | *G20 Simulation Participant*   May 2023
- I won an opportunity to participates in the G20 Simulation organized by ISPI for 3 days and held a position of the presidency (India) during the event.

Negotiation, Cross-cultural communication, Presenting

Loyalty Evolution der RBI | *Hackathon finalist*   Mar 2023
- Created a smart contract and an accompanying app, which utilized dynamic NFTs as a wallet and metadata as the maskot (Sumsi) characteristics. The usecase was to attract more customers and introduce coupons and cashback to the existing online banking at RBI.

Next.js, Solidity

Gastro Hackathon | *3rd place Winner*   Nov 2022
- Our team created a Chrome extention that translated and summarized the AMS website to allow foreign talent easier access to job postings.

Java

Tourism Data Challenge | *1st place Winner*   Sep 2022
- Won a hackathon organized by the Österreich Werbung with the project NFHotel, which further transformed to susteam. The proposed solution to attracting tourists to Austrian destinations was to issue collectable NFT stamps as a reward for choosing sustainable destinations.

Next.js, Solidity