



# ULUGBEK ZAYNIEV

## ◦ DETAILS ◦

[bek.zayniev@gmail.com](mailto:bek.zayniev@gmail.com)

## ◦ LINKS ◦

[LinkedIn](#)

## ◦ SKILLS ◦

Creative Problem Solving

Product Management

Business Development

Business Operations

Marketing and Sales

Customer Service

Leadership and Management

Agile Project Management

Coaching and Mentoring

## ◦ LANGUAGES ◦

English

Russian

Uzbek

Italian

## PERSON PROFILE

Customer- and result-oriented leader with 11+ years experience in managing all aspects of strategy, sales, product development, operations, marketing, general business, pricing, customer retention, product innovation, scrum teams, B2B development and compliance of SaaS and E-commerce Marketplaces. Certified Team Coach, bring people together and like to motivate and inspire others to run along.

## EMPLOYMENT HISTORY

### CEO at Oyster Inc, USA

March 2020 — Present

U.S. based an Ed Tech service for children.

- Operated a start-up company that grew to employ and manage 25 staff members in the first year: product designers, product managers, marketing, b2b sales, Amazon sales, support, operations, analytics, finance
- Led the launch of a new line of ages 3+ STEM kits in just 5 months
- Organized all the business processes in remote in 1 month during COVID-19
- Discovered and save \$30K on inventory and freight costs
- Handled over 100 customer development interviews with subscribers and schools by zoom
- Sold over \$200K to schools with net profit >45%
- Implemented and ensured compliance with OKRs

### Project & Business Development Leader at Open Group

May 2019 — January 2020

Leading trade marketing agency. Managed international projects and new business & products development.

- Realized first international project within one month in Ukraine with GP 50%, client Huawei: mystery shop audit, >200 stores, 2 contractors
- Launched & realized international projects in 4 countries, Israel, Jordan, Georgia & Azerbaijan, NP is 40%, client Beko: in-store audit and product training, >1000 stores, 10 contractors
- Opened a local subsidiary in Kazakhstan from scratch
- Generated product positioning for new SFA and Image Recognition software
- Created new company positioning & presentation based on 8P

### Senior Product and Business Development Manager at Sharp Electronics

June 2016 — May 2019

Managed all CE categories (7 cat), marketing and sales strategy.

- Increased general company sales turnover by 18% and gross profit by 25%
- Launched new products from scratch in REF (sales up 16%), AP (sales up 22%), MWO (sales increased by 5 times)
- Launched new categories from "0" TV & Audio
- Decreased purchase prices by 10% from global suppliers and increased payment terms 2 times
- Activated new retail partners in regions - 5 second tier partners
- Led the sales team - 5 managers

- Conducted an audit at factories in China, Egypt, Russia and Turkey
- Implemented CPFR - stock out rate and aging stock decreased

### Product Manager at Ricoh

August 2015 — April 2016

Managed 150 SKU in office printer and MFP categories.

- Increased core business sell-in and sell-out by 100%
- Conducted and organized 15 trainings for 50 partners with more than 400 participants
- Implemented telemarketing project with one specialist under my coordination
- Successfully launched 2 new products (positioning, pricing, sales forecast, promotion plan)
- Created new marketing tools (brochures, videos, marketing campaigns, motivation programs)
- Introduced new business strategy of product sales (models' diversification - repositioning and new price establishment)

### Product Manager at Samsung Electronics

August 2012 — August 2015

Managed over 200 SKUs in home appliance department, including all marketing activities.

- Market share #1 in premium segment (Refrigerator, 2015)
- Improved profit +9p. (Refrigerator 2014-2015)
- Launched new MWO (20+3L), WM and REF models
- Created and implemented the tools of profit simulation and sales plan simulation for the whole HA department - appreciated by top management
- The best PSI management and benchmark analysis of products in the department
- Coordinated and implemented internet price monitoring software - improved the control of the on-line stores' prices



## EDUCATION

### Master , Higher School of Economics

2007 — 2012

Graduated with High Honors in International Business, Math, Logic



## COURSES

### Team Coaching in Business, CCE ICF MentorExpert

2022

### Coaching Skills, International University Global Coaching

2021

### Data-driven Product Management Simulator, GoPractice Inc

2020

### Enterprise Design Thinking Practitioner, IBM

2019