**Pavlo Myrskyi**

**LinkedIn:** linkedin.com/in/myrskyi **e-mail:** myrskyi.work@gmail.com **mobile:** 420 777-700-335

**Global Partner Relations and Business Development Executive** with over 20 years of experience initiating and building teams, products, and partnerships at Amazon, PlayStation and Zynga.

# SUMMARY

{{ROLE\_SUMMARY}}

# ACCOMPLISHMENTS

* Turned around Amazon’s declining physical games and PC downloads businesses while pivoting towards smaller but growing product lines to **increase annual sales by $498M** during tenure. Grew hardware by 55%, accessories by 134%, physical games by 43% and digital games by 106% while driving over $35M in total incremental profit dollars.
* Captained a retail vendor management team **responsible for over $1B in assets** to develop and execute strategies that resulted in the closure of multi-year negotiations with Amazon's top vendor holdouts, including Sony, Microsoft, Nintendo, Valve, Riot, Blizzard, Oculus and HTC **to deliver over $200M in incremental annual top line growth**.
* **Developed and launched a $100M business** for social gaming giant Zynga in under 18 months

◦ Envisioned business opportunity

◦ Created and “sold in” business plan to executive management

◦ Enlisted and trained a talented team of 10

◦ Designed product portfolio cost and earnings plan (P&L)

◦ Recruited over 25 key partners for participation

* **Managed C level relationships** with leading entertainment companies. Drafted, negotiated, and closed dozens of multi-million dollar exclusive content and marketing partnerships for AAA franchises including Call of Duty, League of Legends, Madden, Halo, Battlefield, Pokemon, Star Wars, Uncharted, Titanfall, Portal, Assassin’s Creed and Amiibo.
* **Recruited over 50 new independent developers in creation of the critically-acclaimed PlayStation Network self-publishing program** while empowering creators to wholly own their IP and sell direct to gamers without the constraints of a large publisher.
* **Coached and developed several direct reports into leadership positions** responsible for nine and ten figure P&Ls, leading product, operations, and recruiting for multi-billion dollar platforms and organizations, and heading up a variety of startups, studios, and stealth products.
* Developed training materials and hosted workshops for hundreds of employees to share and **improve best practices in people management as Amazon Media’s Leadership and Development Subject Matter Expert**.
* Conducted over 150 interviews at Amazon as a hiring manager, a trusted interview partner, and a participant and mentor in Amazon’s MBA and Retail Leadership Development and Assessment programs.
* Realigned Amazon's vendor management team and redesigned the Strategic Vendor Services program to **increase productivity and deliver $1.3M in YoY operating cost improvements without reducing headcount**.
* **Experienced in global partnerships**, having worked with and executed agreements with teams in USA, Canada, Japan, England, China, Korea, France, Germany, Italy, Iceland, Netherlands, Spain, Israel and Russia.
* **Traveled the world from July 2017 to August 2018 with my wife and two daughters**. Made life-long friends and memories across 27 countries while learning a little about the world and a lot about ourselves.

# RECENT EXPERIENCE

**Unity VR Engineer, Lucid Reality Labs** (Contract, Sep-Dec 2024)

Providing business planning, new product launch, team development, operations, finance, business development, sales, and marketing subject matter expertise to hardware, video game, and mobile app publishers and developers.

* {{ROLE\_DESCRIPTION\_LUCID\_0}}

**Lead Unity Engineer, Galaxy4Games** (2023-2024)

Promoted 3 times within 16 months of arrival. Grew from managing 5 directs and a $125M P&L to leading a diverse team of 27 vendor managers, marketing specialists, and technical account managers for Amazon’s $1B+ all-in video games business.

* {{ROLE\_DESCRIPTION\_GALAXY\_0}}
* {{ROLE\_DESCRIPTION\_GALAXY\_1}}
* {{ROLE\_DESCRIPTION\_GALAXY\_2}}
* {{ROLE\_DESCRIPTION\_GALAXY\_3}}

**Unity Software Engineer, Whimsy Games** (2022-2023)

Hand-picked by the COO as the first hire in Zynga’s third party publishing division, building the infrastructure to support rapid growth from $0 to a $100M run rate in 18 months. Hired and directed a team of 10 while creating the vision, business plan, P&L, contracts and leading business development, contract negotiation, partner relations and product management.

* {{ROLE\_DESCRIPTION\_WHIMSY\_0}}
* {{ROLE\_DESCRIPTION\_WHIMSY\_1}}
* {{ROLE\_DESCRIPTION\_WHIMSY\_2}}

**Unity Engineer, Appside** (2020-2022)

#1 in total revenue during tenure with over $750 million in annual retail sales, driving upwards of 34% of third party sales and 133% of annual goal in the face of decreasing market share, aggressive competitive spending and a struggling economy.

* {{ROLE\_DESCRIPTION\_APPSIDE\_0}}
* {{ROLE\_DESCRIPTION\_APPSIDE\_1}}

**Unity Engineer, WOUFF** (2019-2020)

#1 in total revenue during tenure with over $750 million in annual retail sales, driving upwards of 34% of third party sales and 133% of annual goal in the face of decreasing market share, aggressive competitive spending and a struggling economy.

* {{ROLE\_DESCRIPTION\_WOUFF\_0}}