

# PAVLO KHLIUST

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## PROFILE

Proven leader with a decade of experience in scaling and transforming businesses within the tech and digital sectors. Specialized in formulating and executing expansion strategies, driving product vision, and navigating high-growth environments (E-comm, CPG, Retail, PropTech, AdTech) in the B2B SaaS and AI/ML contexts. Recognized for utilizing data-driven decision-making, enabling cross-functional collaboration, and catalyzing strategic business growth.

## EXPERIENCE

**Adlight** (<https://www.adlight.ai>) – AI-driven platform for enhanced user acquisition and premier video ads. (B2B SaaS, startup)

**Former CEO & Co-founder, currently serve as Advisor**

2023

Developed the company's growth strategy, and business model, crafted product vision, and roadmap. Pivoted MVP, increasing market fit and customer traction. Designed a robust go-to-market strategy. Received VC's traction and support. Transitioned to an Advisory Board role for ongoing strategic advice.

**Star** (<https://star.global>) – a global company, providing strategy, design, and engineering consultancy.

**Managing Director (B2B SaaS, AI/ML workplace intelligence platform)**

Mar 2020 – Sep 2023

Reporting to the Board of Directors, I championed an AI-driven B2B SaaS platform, pulling in top-tier enterprises. Provided visionary leadership along with strategic execution. Oversaw comprehensive functional areas including strategy, operations, sales, marketing, and financing. Recruited leadership roles. Boasted a 300% Y-Y revenue growth, scaled product to 6 countries, tripled the team, and achieved the highest employee satisfaction companywide.

*Strategy and Leadership:*

- Crafted and executed the company's strategic direction, set growth targets; and optimized operations for efficiency, and scalability.
- Shaped the company's future based on market insights and opportunities to stay ahead of the competition. Led innovation.
- Boosted cross-functional collaboration team motivation, creativity, and responsibility, improving e-SAT by 36%.

*Product & Go-to-Market:*

- Designed and launched a comprehensive go-to-market strategy to improve scalability and customer acquisition.
- Refined value proposition and positioning, resulting in increased BOFU and revenue growth (focus on SMB).
- Introduced a client-focused product strategy, enhancing customer satisfaction and loyalty by 15%.

*Sales and Marketing:*

- Engaged major global enterprises across the US, EMEA, and APJ, slashing sales cycles by threefold through efficient pilots.
- Strengthened client relationships, lowering CAC while sustaining lead volume.

**SoftServe** (<https://www.softserveinc.com>) – a large engineering and consulting company with a focus on Cloud, Big Data, AI, ML, IoT

USA

**Solutions Lead, Solutions CoE (Strategy & solutions for enterprises)**

Oct 2017 – Mar 2020

Hired to provide management consultancy and lead complex engagements valued between \$2M-\$10M in high-growth environments (CPG, Retail, E-commerce); lead consultative sales, work on strategy, shape product vision, steer teams through digital transformation; and discover new opportunities.

*Consultancy*

- Acted as a trusted advisor to C-level executives on strategy and vision. Conducted strategic workshops.
- Led a consultancy team in defining vision and scope. Collaborated with executive leadership.
- Orchestrated product releases, cutting time-to-market by 15%. Managed financial performance.

*Growth Strategy*

- Fostered a client-centric product strategy and vision, unveiling two 7-digit opportunities via analysis and customer interactions.
- Partnered with the leadership team to build portfolio enhancement blueprints, including planning, and budgeting.

**Eleks** (<https://eleks.com>) – Top 100 global outsourcing company, digital consulting services, and engineering provider.

USA

**Head of Strategic Business Unit (CPG & Retail, solutions for enterprises)**

Sep 2015 – Oct 2017

Provided management consultancy, and visionary leadership, developed and executed business expansion strategies. Built and transformed services into high-profile partnerships. Led a discovery (AI/ML) that culminated in a \$3M+ revenue surge and the attainment of a US patent.

- Orchestrated a Business Unit go-to-market strategy. Closely collaborated with S&M, playing a key role in customer acquisition and engagement.
- Led presales, analyzed market trends, and customer needs, and incorporated data into strategic planning.
- Managed P&L, overseeing product visions, and strategic execution. Mentored BA/Product teams.

**ASBIS** (<https://asbis.com>) – a multinational IT distributor in EMEA with a 3.1 billion revenue.

Cyprus

**Product Manager**

Aug 2014 – Jun 2015

Took the helm of a \$350M+ smartphone portfolio in the EMEA region. Launched 4 new products exceeding forecasted sales by 15%. Was additionally entrusted with the tablet portfolio (\$450M rev). Run all activities throughout the whole product lifecycle. Led a team of 25 members.

**Samsung Electronics** (<https://www.samsung.com>) – a multinational electronics corporation.

Ukraine

**Head of Product Management and Marketing**

Feb 2012 – Aug 2014

Oversaw the AV/TV product portfolio (\$250M annual revenue), leading strategic capital allocation, planning, forecasting, and budgeting. Guided the go-to-market strategy and led a dynamic team. Launched a VOD platform (SaaS). Achieved #1 market share in three strategic segments. Received recognition for a pricing strategy that resulted in a record EBITDA.

## LANGUAGES

English – full professional fluency; Ukrainian – native proficiency; Russian – full professional fluency

## EDUCATION

Business Administration, Wisconsin International University (WIUU)

2008 – 2010

Master's degree in Computerized Systems, National Aviation University

2005 – 2011

Master's degree in Management, National Aviation University

2009 – 2011