

GEORGI KARDZHALIYSKI

MBA

U.S. Permanent Resident

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PROFESSIONAL SUMMARY

10+ years of experience driving SaaS, AI and digital transformation initiatives across the U.S. and Europe. Skilled at building smarter products, streamlining operations, and scaling customer success by aligning business strategy with user needs.

PROFESSIONAL EXPERIENCE

Advance Valuations, Sofia, Bulgaria

Dec 2024 to Sep 2025

Valuation company offering digital appraisal solutions for real estate, businesses, and equipment.

Digitalization & Automation Officer - AI Adoption & Business Transformation

Led AI strategy, identifying 20+ automation opportunities, training 50+ employees, and cutting manual workload by 25%.

- Pinpointed inefficiencies and automated repetitive tasks across core functions.
- Validated AI feasibility through data assessment, stakeholder engagement, vendor collaboration, and internal training.
- Designed and implemented AI solutions that automate routine tasks, freeing up 20% of team resources.

SoftGroup, Sofia, Bulgaria

Jan 2024 to Dec 2024

Software company that provides end-to-end traceability technology for the pharmaceutical industry.

Project Manager

Boosted project delivery times by 30% and client satisfaction by 10% through AI-driven project management.

- Built 5 project management tools using Generative AI, streamlining complex workflows.
- Applied agile methodologies to raise team efficiency by 20% and ensure client alignment.
- Partnered with stakeholders on scope and goals, mitigating risks through clear communication.

Management Consultant, Copenhagen & Vienna

Jun 2023 to Jan 2024

Camping Vision (Family Holidays, Customer Service Optimization), Copenhagen, Denmark

Reduced Zendesk tickets by 30% through customer support optimization and data-driven insights.

- Mapped cross-cultural workflows via 20+ user interviews.
- Analyzed engagement patterns with Zendesk Explore & Google Analytics.
- Delivered a 30-60-90-180-day plan to guide ongoing portal improvements.

Atomic (Premium Ski Equipment, Loyalty & Community Building), Vienna, Austria

Positioned Atomic as both brand and educator by creating loyalty programs and resort partnerships.

- Proposed ski resort collaborations lowering cost of entry by up to €1,788/week.
- Designed tiered ski course program and loyalty model to build community engagement.
- Developed cross-brand perks program increasing customer lifetime value.

KTM Bike Industries (Motorcycles, Revenue Growth Strategy), Vienna, Austria

Outlined a €62M growth plan through EU driving school partnerships and customer incentives.

- Proposed partnerships with driving schools to drive sales conversion.
- Introduced license fee reimbursement model with exclusive KTM membership.
- Built revenue forecasts using scenario modeling and market data.

Austrian Economic Chamber - WKO Oberösterreich (Business Chamber, AI Adoption), Vienna, Austria

Enabled 5,000+ SMEs to adopt AI tools, boosting effective usage by 40%.

- Surveyed 30,000+ SMEs to identify 50+ AI-optimizable business functions.
- Delivered MVP matching SMEs with tailored AI tools.
- Added training hub driving stronger AI adoption across member base.

Mitrend, Boston, MA

Jun 2013 to Dec 2022

Tech start-up providing software and services for analyzing IT infrastructure.

Project Manager (Technical Support)

- Led 5 product launches in an agile framework, leading cross-continental engineering and design teams.
- Conducted 20+ UX studies and established communication channels with users to understand and anticipate their needs.
- Built and managed a team of 5 support engineers, ensuring efficient daily resolution of customer inquiries and issues.

Quality Assurance (QA) Engineer

- Strategically prioritized roadmap features based on user feedback, achieving a 20% increase in product-market fit.
- Drove the average customer response time down by 45% by integrating Zendesk into the customer support workflow.
- Achieved a 45% decrease in post-release bugs by optimizing the QA process through agile best practices.

Customer Support Engineer

- Streamlined and automated 10 repetitive processes and tasks within the support workflow, eliminating manual steps.
- Achieved an 80% reduction in customer support response time by optimizing the customer service process.
- Accomplished a 45% reduction in post-release bugs by establishing a standardized process for addressing bugs.

Biogen, Boston, MA

Jan 2012 to Aug 2012

Biotechnology company, specializing in the treatment of neurological diseases to patients worldwide.

IT Service Management (ITSM) Business Analyst

- Cut escalations by 40% by training 50 IT support technicians.
- Drove adoption of software to 200+ IT employees by promoting cross-functional IT initiatives.
- Authored, edited, and published over 100 knowledge base articles in collaboration with the Teaching and Learning group.

Worcester Polytechnic Institute Academic Technology Center, Worcester, MA

Jan 2010 to May 2013

Student Staff Member

- Assisted in the development and maintenance of online course materials and resources.
- Conducted training sessions for faculty and students on new technologies and tools.
- Collaborated with team members to enhance the overall learning experience through technology integration.

Worcester Polytechnic Institute Undergraduate Admissions Office, Worcester, MA

Jun 2010 to May 2013

Student Staff

- Supported admissions officers in processing applications and maintaining student records.
- Engaged with prospective students and families, providing information about academic programs and campus life.
- Contributed to various outreach efforts and events to enhance the visibility of the university.

ACTIVITIES

Marathon Runner (Toronto, Chicago, San Francisco, Berlin, Copenhagen, NYC, Sofia, Nicosia)

EDUCATION

Copenhagen Business School, Copenhagen, Denmark

Aug 2022 to Jun 2024

Graduate studies in Organizational Innovation and Entrepreneurship

WU (Vienna University of Economics and Business), Vienna, Austria

Sep 2023 to Feb 2024

Graduate studies in Strategy, Innovation and Management Control

Cambridge College, Cambridge MA

Jan 2018

Master of Business Administration (MBA)

Worcester Polytechnic Institute (WPI), Worcester, MA

May 2013

Bachelor of Science, Management Information Systems (MIS) with Honors

- Awarded Student Employee of the Year, April 2011