Anna Pieshkova

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Technically fluent **Project Manager with over 9 years of experience** leading complex digital products in fast-paced, data-driven environments. Proven ability to manage cross-functional global teams, integrate sophisticated technical systems, and translate product performance metrics into strategic decisions. Background spans mobile e-commerce, billing infrastructure, authentication systems, and large-scale CRM/ERP integrations—with a strong foundation in A/B testing and data analysis.

Currently deepening expertise in Artificial Intelligence solutions, with the goal of driving **AI-powered product initiatives** that deliver measurable business value.

MBA-educated with a hands-on, outcome-oriented approach.

Professional Experience

Project Manager | Gameloft   *November 2020 – Present*

- **Product Optimization:** Managing large-scale mobile e-commerce products by overseeing billing integrations and authentication systems to improve user conversion and payment success rates.
- **Data-Driven Roadmap:** Utilizing product performance metrics and marketing data to prioritize feature development and drive continuous improvement of the e-commerce ecosystem.
- **Stakeholder Synthesis:** Coordinating between global cross-functional teams and external partners to align technical delivery with business goals and product vision.
- **AI Integration:** Researching and identifying opportunities to integrate AI approaches for analytics in payment solutions and personalized user experiences.

Digital Product Lead | Skalar UA   *March 2016 – October 2020*

- **System Architecture:** Led the development and launch of e-commerce platforms, specializing in the integration of CRM and ERP systems to streamline business operations.
- **User-Centric Delivery:** Managed the full product lifecycle from concept to launch, ensuring solutions met stakeholder requirements and delivered high-quality user experiences.
- **Process Automation:** Improved organizational efficiency by implementing integrated CRM solutions that reduced manual data entry and improved data accuracy.

Education

Master of Business Administration (MBA), Simon Kuznets Kharkiv National University of Economics

Technical Skills & Core Competencies

Product Strategy: A/B Testing, Product Roadmap, Market Analysis, ROI Tracking.

Technical Domain: AI Solutions, Billing & Payment Solutions, Authentication Systems.

Business & Data: Data Analysis, CRM & ERP Integration, Mobile E-commerce.

Leadership: Global Team Coordination, Stakeholder Management, Cross-functional Leadership.