

# 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 applications, 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 (Current Focus):** Researching and identifying opportunities to integrate AI/ML models for predictive analytics in payment solutions and personalized user experiences.

### Digital Product Lead | SKALAR UA

*March 2016 – October 2020 | Kharkiv, Ukraine*

- **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 (2010–2016)*

## TECHNICAL SKILLS & CORE COMPETENCIES

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

- **Technical Domain:** AI/ML Applications (In-progress), Billing & Payment Solutions, Authentication Systems.
- **Business & Data:** Data Analysis, CRM & ERP Integration, Mobile E-commerce.
- **Leadership:** Global Team Coordination, Stakeholder Management, Cross-functional Leadership.