

Karen Galstyan

Senior Product Leader || AI & ML || Growth & Retention ||
12+ yrs

About me

I scale innovative AI-driven products - from initial concept through rapid growth, combining technical expertise, sharp analytics, and genuine user empathy. I build systems and teams that significantly improve revenue, engagement, and efficiency. I strongly believe responsible AI amplifies human creativity, curiosity, and ethical progress, and I'm driven by creating technology that delivers meaningful, personalised experiences.

Career highlights

- ✓ Scaled AI Talent Marketplace from zero to 1M+ candidates
- ✓ Delivered ML-Driven automation and productivity boosts
- ✓ Transformed global CRM operations
- ✓ Improved Retention through advanced AI/ML & personalisation
- ✓ Mentored high-performance teams & fostered Innovation culture

Experience

Product Owner, [AI Tutor Platform](#)

Toloka AI | AI Data Training Startup

August 2023 - Present

Leading [Mindrift.ai](#), Toloka's expert marketplace powering large-scale AI training datasets.

- Built Talent Acquisition, Reactivation & Distribution pipelines from scratch—scaled from **10 experts managing via Excel** to **1M+ candidates processed, 10k+ active experts**, with an average reactivation rate of **50%**.
- Created a full-stack Communications Platform (Iterable) and Discord Community, tightly integrated into product. Now central to Toloka's operational excellence.

- Led ML-driven acquisition automations (like CV scoring) with high-quality outcomes, significantly reducing operational overhead and optimising budgets.
- Established a standardised, company-wide CJM framework used daily by **70+ staff** to accelerate funnel optimisation and decision-making.
- Developed productivity tooling (cost calculator, GPT-powered Telegram bot, mass-edit scripts, chrome extension), significantly automating workloads for recruiters and support teams.

Head of Engagement & CRM

Yango Ride | Global Ride-Hailing Platform (EMEA, Asia, LatAm)

Nov 2022 – Aug 2023

Owned global driver lifecycle management, engagement strategy, and cross-functional leadership across 12 countries.

- Launched a global engagement infrastructure by opening **7 hubs** and training **14 leads**, cutting new-market launch cycles by **15%**.
- Overhauled contact center operations: new CRM and telephony boosted agent productivity by **40%**, eliminated lead backlog, and raised conversion rates (**6.9%**), dramatically lowering acquisition costs.
- Rolled out **20+ automated lifecycle journeys**, significantly improving early activation and retention metrics, lifting driver retention by **13%**.
- Expanded offline driver training coverage from **15% to 30%**, reduced training cost to **\$5.5 per driver**, and introduced localized "fake-order" simulations and multi-language resources.
- Introduced comprehensive CJM analytics and dashboards, quickly identifying growth and retention opportunities.
- Optimized hub cost structures by shifting non-core spending, implementing tight governance without compromising service quality.
- Established and led a cross-functional engagement team, aligning hubs, contact centers, communications, and training around clear OKRs, creating a robust long-term retention strategy.

Head of Retention

Emerging Travel Group (Ostrovok.ru, RateHawk) | Global Travel Tech

Sept 2020 – Sept 2022

Directed global retention across B2C, B2B, and Supply segments, driving significant incremental revenue growth.

- Unified CRM and loyalty strategies, increasing YoY revenue (**B2C +6%, B2B +15%, Supply +10%**).
- Deployed Exponea CDP, executing **300+ omni-channel A/B tests quarterly**, improving email-to-booking conversions by **22%**.
- Introduced dynamic tiered loyalty programs, lifting repeat bookings from **34% to 47%**, adding **\$1M net revenue**.
- Integrated ML churn prediction and upsell models, reducing B2B churn by **10%** and tripling upsell per account.
- Automated real-time retention dashboards, reducing data latency from **7 days to immediate insights**, cutting manual SQL tasks by **80%**.
- Led a 15-member cross-functional squad plus 4 external vendors, consistently delivering roadmap initiatives on time and **12% under budget**.
- Fostered customer-centric culture through quarterly "Voice of Customer" initiatives, driving **+8 pts** NPS improvement.

Senior Retention Manager

Kaspersky

2016 – 2020

Spearheaded global subscription and retention transformations, significantly boosting recurring revenue.

- Transitioned Consumer business to subscription model across **60+ countries**, generating **\$8.3M incremental revenue** within the first year.
- Redesigned global renewal funnels, lifting renewal rates by **7 percentage points** and reducing churn by **12%**.
- Implemented ML propensity models and dynamic price testing, increasing ARPU by **18%** without raising CAC.
- Localized lifecycle campaigns across **10 languages**, achieving average open rates of **65%** and click rates of **23%**.
- Created the Retention Operations Playbook, adopted globally, reducing campaign setup from **5 days to 1 day**.

- Mentored and promoted **3 out of 6 direct reports** into leadership roles; earned CEO Award (2019) for outstanding revenue contributions.

Education

MS, Computer Science – Bauman State University

BS, International Economics – Plekhanov University of Economics (2016)

Contacts



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