

Zoltan PERESZTEGI

<https://www.linkedin.com/in/peresztegi/> • (661) 234-6442 • zoltan.peresztegi@gmail.com

PROFESSIONAL EXPERIENCE

ROTACHROM NORTH AMERICA – Smart Purification Platform

VP PRODUCT DEVELOPMENT

LOS ANGELES, 2019 – PRESENT

- Developed a product roadmap using customer interviews and churn analysis to lead conception, launch, and successful adoption of 2020 models of RotaChrom's chromatography platform with buy-in from Sales, Product Marketing, Designers, and Engineering, which resulted in \$20MM revenues
- Led a global team of 4 product managers, 40+ mechanical and chemical engineers, and 2 business partners to launch Allied Purification Solutions, budgeted to create \$100MM+ in new sales
- Created career plans for a team of 4 Product Managers to enhance their capabilities for UX research, data analysis, creating business cases, agile development, product marketing, and launch plans

GITENTIAL – B2B SaaS Platform

CO-FOUNDER, CHIEF PRODUCT OFFICER

LOS ANGELES, 2016 – 2019

- Conceived the high-level product vision and roadmap to build a software development analytics platform
- Collaborated closely with customers in researching their jobs to be done (JTBD), pain-points, and turned the insights into user stories, a product backlog, a minimum viable product (MVP), and ultimately a B2B SaaS and on-premise analytics platform
- Built and led an agile product development team that consisted of 6 engineers, 1 UX designer, 1 Product Owner
- Performed various hands-on product management tasks: writing user stories, creating and grooming product backlog, acting as SCRUM master, leading team retrospectives, wireframing, and testing
- Developed business model, financial model (P&L, Income Statement, Cash Flow Statement) successfully closed an F&F and angel fundraising round

SCHIBSTED MARKETPLACES / ADEVINTA – Marketplaces

SVP USERS & PRODUCTS

BARCELONA, SPAIN, 2012 – 2015

- Established central product organization, initiated and led the development of a mobile-first consumer-to-consumer marketplace platform that increased engagement metrics by 50%+ in 15 countries
- Championed global reorganization of 5000+ FTEs into a tech & product-driven organization and released 10+ common microservice components including messaging, recommendations, content management, pricing, home delivery in its first year, significantly speeding up development and contributing to increasing revenues by \$30MM+
- Developed and received board approval on global product strategy, aligned local organizations, and started implementation
- Set up global innovation function and team, trained 1000+ people on Lean Startup and Design Thinking in 25 countries, speeding up product innovation that increased revenues directly by \$10MM+
- Product Owner of Mobile-First team (25+ FTEs: engineers & designers) to develop Schibsted's new mobile-first marketplace. Prioritized roadmap, ran sprints, demos, retrospective meetings. Launched product in 10+ countries with 2x engagement metrics & successfully fighting new competitors

FOUNDER, CEO, & CHIEF PRODUCT OFFICER

BUDAPEST, HUNGARY, 2010 – 2012

- Founded and led a horizontal consumer-to-consumer marketplace, hired core team, and successfully outgrew an ebay copycat to become a market-leading consumer marketplace in < 3 years. Launched monetization and reached \$1M revenues in second year
- Experimented growth channels to grow DAUs to 250k and PVs to 5M+ daily which made Jofogas.hu Hungary's undisputed market-leading marketplace (general merchandise, real estate, cars, and jobs)
- Focused development efforts on mobile, which resulted in Jofogas leapfrogging incumbent players and creating a blue ocean
- Drove company and team based on Lean Startup principles and metrics before Lean Startup became a thing: validated product concept and strategy by users based on personas, followed build-measure-learn cycle and sprint-based development
- Developed first and award-winning recommendation engine for the company group of 50+ marketplaces, which increased user engagement 3x+. Built world's first home delivery solution for classifieds that 3x'd successful deals on the platform and increased revenue potential by 2x

GOOGLE – Search Engine

COUNTRY MANAGER

BUDAPEST, HUNGARY, 2006 - 2009

- First person on the ground, established Google's country office from scratch. Business planning, product localization prioritization, hiring and managing local direct sales team, indirect responsibility for country online sales team in Dublin, Ireland
- Established Google's local presence: hired and managed a local team (of 12), generated local named account list, set up and managed sales processes. Managed online sales team (8 FTEs) remotely
- Localized and launched 15+ products in collaboration with product teams in CA, Zurich, and London
- Defined sales channels for advertisers and drove +300% YoY revenue growth across all verticals
- Built and developed partnerships that grew local digital economy (200+ new business partners, eg. National News Agency, Local Transport Company, National Railways, universities, and libraries, etc.)
- Drove Google's brand, organized events, held numerous keynote speeches, and handled all press relations. More than 1,000 publications in the value of \$10M+

COMPETENCIES

STRATEGY: Product Strategy, Product Marketing, Vendor Management, and Partnerships

LIFECYCLE: Product Roadmap, Agile Product Development, Usability Testing, Data Analysis, KPIs

CULTURE: Career Development and Coaching, Cross-functional Leadership

TOOLS / STACK

Jira, GitHub Cards, Trello, Confluence, Google Analytics, Mixpanel, Userback, Balsamiq, Fullstory, Hotjar, Optimizely, Intercom, Stripe, Hubspot, Salesforce, Microsoft Dynamics, Mailchimp, etc.

EDUCATION

UNIVERSITY OF PECS, MSC IN ECONOMICS

PECS, HUNGARY

UNIVERSITY OF LINCOLN, BA IN BUSINESS ADMINISTRATION

KINGSTON UPON HULL, UK