

Contact

www.linkedin.com/in/rayasta
(LinkedIn)

Top Skills

Mentoring
B2B Marketing Strategy
B2B Marketing

Languages

English (Professional Working)
Ukrainian (Native or Bilingual)

Certifications

Apple Certified Support Professional
10.7
MBA in Strategy, Programme and
Project Management

Honors-Awards

Product Management School
Leadership School

Ray Astafichev

Building Eated App - Food Coach in your pocket | MBA | Driving
Business growth from 0 to 100M ARR and beyond | Proud
Ukrainian , father and husband | Product Monetization & Growth
Advisor

Kyiv, Kyiv City, Ukraine

Summary

Well, except being father and husband, I do some things:

— Helping businesses grow — as a consultant, see case studies in
pinned posts

— Helping companies build Product Mindset — as a coach

— Building Product Mindset in Ukraine — as an owner at Asta
Academy

— Building my own startup, that help people like myself to build
sustainable eating habits — without the need to count calories,

without pressure or guilt — feel free to find Eated in App Store

— Writing almost daily on LinkedIn — mostly in Ukrainian

Also, I get energy from sharing knowledge, so maybe you saw me on
multiple podcasts and stages.

So yeah, I wear many hats!

Solopreneur. Entrepreneur. Top Manager. Coach. Consultant.

Influencer. Father. Husband.

If you see that we can help each other somehow — don't hesitate to
drop me a line, or say hi!

Experience

Eated

co-CEO

June 2024 - Present (11 months)

We are building Eated - Health Coach right in your pocket!

Eated is a Judge-free app that helps people to build healthy eating habits
without the need to count calories. App which is inspired by authentic journeys
of its founders, app where human comes first.

But it is just the beginning. In future, we are aiming to tackle sleep, daily activity and the ways how we handle stress. Stay tuned, and join us in changing the world to be a better place!

AstaCorp

Co-Founder

June 2023 - Present (1 year 11 months)

Asta Academy

Chief Executive Officer

July 2020 - Present (4 years 10 months)

Poland

KOLO

Co-Founder

March 2022 - Present (3 years 2 months)

Ukraine

KOLO is the NGO gathering donations to support Ukrainian army to protect Ukraine from Russian aggression. We gather donations and spend them to buy equipment only for the hot zones.

GRISELDA

Product Advisor

September 2022 - Present (2 years 8 months)

Helping Griselda with focus on understanding their user, and doing great technological product that save lives.

Noty.ai - Workplace AI Assistant

Advisor

January 2024 - Present (1 year 4 months)

Fluix

Head of Growth

September 2020 - June 2023 (2 years 10 months)

Readdle

Head of Growth

September 2020 - June 2023 (2 years 10 months)

Spartez (an Appfire company)

Head of Business

April 2019 - November 2020 (1 year 8 months)

Gdansk, Pomeranian District, Poland

- Driving, navigating and inspiring small startup-like team (~30 people)
- Created and evangelized data-driven culture
- Planned and executed a 1-year financial goal
- Hand-picked A-players for Product and Marketing teams
- Overseeing and managing company budget
- Regular meetings with shareholders(founders)
- Co-created custom performance evaluation process, tailored for every team member

As a result:

- Company revenue increase ~70% in one year
- Delivered annual financial goals
- Slightly later company was successfully acquired by competitor

MGID Inc.

Chief Product Officer

September 2017 - December 2018 (1 year 4 months)

Greater Los Angeles Area

Successfully built Product Management division from the scratch.

Developed 1-year strategy roadmap, successfully completed.

- Delivered over 20 impactful tools and features.
- Coaching and guiding team members, giving them as much freedom as possible.
- Regular meetings with board members, shareholders, and C-level executives.
- Saying "NO" for not impactful ideas for everyone listed above.
- Significantly improved company revenue with home-cooked innovative ad-tech features.

Being a leader of a great team.

NDA project

CEO

December 2016 - August 2017 (9 months)

Created ideas and expertise share environment.

Restructured the team.

Created Product and Marketing team from the scratch.
Handpicked A-Players, in order to achieve all goals.
Significantly changed product strategy.

As a result:

Successfully achieved 2-years financial goals in 6 months, after what company was acquired by a competitor. I made a successful exit.

KROMTECH ALLIANCE CORP.

6 years 8 months

Chief Product Officer

July 2013 - December 2016 (3 years 6 months)

- Development of the product strategy.
- Customer behavior modeling and analysis.
- Implementing new marketing strategies for software development.
- Critical analysis of current software capabilities, planning future development
- Identification of existing industry services and software availability.
- Design and execution of customer communications strategy.
- Planning and execution of customer retention strategy.
- Maximize profitable use of SAAS products.
- Payment Strategy.
- Increasing lifetime value for SAAS customer.
- Email marketing channel optimization and development
- Product Marketing
- Brand management
- Performance management
- Monetization

Achievements:

- Increased company annual revenue by 300%.
- Boosted specific products ROI by 600%.
- Being not a manager, but a leader for the team over 250 people including product managers, marketing specialists, customer support and customer-success(created for extra monetization) division.
- Made successful transition of 20M users based software product from "One-time purchase" model to subscription, without losing initial revenue & sales volumes.
- Developed and implemented product strategies over company portfolio(10 different applications for various platforms)

- Created various Product-related processes, which are being used till now.

Ecommerce Product Manager

July 2011 - June 2013 (2 years)

Ukraine

- Customer behavior modeling and analysis.
- Critical analysis of current software capabilities, planning future development
- Identification of existing industry services and software availability.
- Cost and service benefit analysis of alternative products and services.
- Optimization of and strategic planning for payments systems.
- Optimization of checkout page design and strategy.
- Maximize profitable use of SAAS products.
- Increasing lifetime value for SAAS customer.
- A/B testing
- MVT testing
- Conversion rate optimization
- Landing page optimization
- Performance management
- Customer interviews
- Solving complex product issues using various product management frameworks

Achievements:

- Run over 2500 A/B tests. (landing pages, checkout pages, email marketing, software, funnel, different logic)
- Over 300 customer interviews.
- Increased conversion rate from visitor to a buyer with just one tool.
- Always achieved all financial goals and KPI's.
- Created a team of two product managers, and taught them everything I knew.

Customer Support Specialist

May 2010 - June 2011 (1 year 2 months)

Frontline of defense, an advocate of the customer, doing everything their problem would be solved.

Education

Gdańsk University of Technology

Master of Business Administration - MBA, Strategy, Programme and Project Management · (September 2020 - December 2022)

Ukrains'ka Akademija Drukarstva, Lviv

Master's Degree, Printing Management · (2014 - 2019)

Lviv School #45

Bachelor's degree, Printing Management · (1995 - 2003)