

# NIKITA MARTYNOVICH

CEO • COO • Business Builder

14+ years of leadership experience in IT, SaaS, and digital businesses. Specialized in launching new business lines, operational transformation, business scaling, and building management systems focused on profitability and enterprise value growth.

## RESULTS AT A GLANCE

- 14+ years of executive leadership experience
- ₺500M+ revenue generated in the first year after product launch
- ₺3.5B+ in total economic impact delivered through transformation initiatives
- 200+ professionals managed across business and technology functions
- 45% net profitability of launched business units
- Projects across Russia • CIS • EU • UAE • India

## CORE EXPERTISE

- Operational leadership and management systems design
- Business scaling and new venture launches
- Digital product development and go-to-market execution
- SaaS and subscription-based business models
- Business and operating model transformation
- P&L ownership and unit economics management
- International expansion and market entry strategies
- Leadership of product, project, and cross-functional teams

## SELECTED CASES

### PRO32 Connect

CEO | 2023–2025

Built and scaled a remote access SaaS platform from inception to one of the leading solutions in Russia and the CIS.

Results:

- Achieved profitability within 6 months
- Increased average deal size by 15x
- Closed the largest deal in the segment worth ₺150M
- Reached 45% net profitability
- Secured clients among leading banks, IT, and cybersecurity companies

### PRO32 (ex. ESET Russia)

COO / Head of PMO | 2021–2025

Led the transformation of ESET Russia into the PRO32 software group and launched a proprietary software portfolio.

Results:

- First major B2B sale within 6 months of launch
- Generated ₹500M+ revenue in the first year
- Launched multiple new product lines
- Delivered transformation impact exceeding ₹1B

### **Rosatom / Greenatom**

Head of Project Portfolio | 2019–2021

Implemented an enterprise architecture approach for IT asset management within Rosatom's Engineering Division.

Results:

- Delivered the first initiative of its kind within the division
- Managed a ₹1.8B project portfolio
- Generated ₹2.5B economic impact
- Scaled the approach to industry-wide adoption

### **EDUCATION**

#### **MBA (AMBA)**

Plekhanov Russian University of Economics  
Strategic Management & Entrepreneurship

Plekhanov Russian University of Economics  
**Project Management**

### **CONTACTS**

Phone: +7 (906) 092-00-89

Telegram: @nikitarussia

Email: na.martynovich@gmail.com

LinkedIn: [linkedin.com/in/nikita-martynovich](https://www.linkedin.com/in/nikita-martynovich)

CEO and COO engaged to launch new businesses, drive profitability, scale products, and lead complex business transformations.