



CEO and co-founder

# Sergey Gordeev

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## About

Results-driven entrepreneur and technical leader with a strong background in aerospace engineering and a proven track record of successfully founding and scaling innovative businesses. Seeking a challenging role as a co-founder or CPO in the field of technology within a dynamic startup environment. Highly skilled in developing and executing strategies that drive product development and growth.

## Experience (Total of experience - 14 years)

### Founder & CEO, Berisamokat Jun, 2020 - Present

- Led R&D efforts in the first year, overseeing the research of IoT modules and data protocols with electric scooters.
- Negotiated with international manufacturers and engineers
- Developed the business model and unit economics for franchise expansion.
- Formulated and executed the product development strategy for the mobile application and IoT management platform.
- Established a predictive analytics system using ML based on trip data across 28 cities.
- Successfully expanded the company from a single city to 28 cities from 2020 to 2023.

### Co-founder & COO, Coffee Cult Coffee Shops May, 2014 - Jan 2020

- Scaled the coffee shop chain from inception to 10 locations, generating an annual turnover of 150 million rubles.
- Run a barista school to train staff using a proprietary program.
- Implemented a marketing strategy, making Coffee Cult the largest coffee shop chain in the region.
- Started franchise sales.

## Education

### Master's Degree, Aerospace Engineering Sep, 2005 - Jan 2012

- Rocket Science at Tula State University

### Additional Education 2018 - 2023

- University of Michigan (Coursera), Python, 2018
- University of Toronto (Coursera), Neural Networks for Machine Learning, 2019
- Harvard CS50, 2022
- Stanford Online, CS229 Machine Learning, Open Course, 2023

## Skills

- Adept at leveraging scientific principles and cutting-edge technologies to devise innovative solutions for business challenges.
- Proven ability to create and develop products from scratch, covering all aspects from business models to marketing strategies and sales.
- Expertise in team building, product development planning based on data and user experience.

## Software / Tech skills

- Python (Pandas, Scikit, PyTorch), PHP, HTML/CSS, VS Code, Git
- Tableau
- Notion
- Adobe Cloud
- Figma
- Blender
- Spline

## Achievements

### Science forums and awards Jan, 2012

- Prizeman of the Best Scientific Work Award in Russia, Bauman Moscow State Technical University

### Publications

- Scientific paper in the proceedings of the "Engineering systems" international forum
- Scientific paper in the proceedings of the "Gagarin's Readings" forum

Things cannot be perfect. I try to focus on executing them on time.