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EVGENY SURAIKIN

CEO & Co-Founder



KEY INFORMATION

CEO with 7+ years of experience in iGaming, affiliate marketing, and digital media. Specialized in strategic management, product scaling, unit economics, CPA network launches, and optimization of product and marketing funnels. Track record of managing cross-functional teams of 50+ FTEs, building operations from scratch, implementing predictive analytics, and leading projects to profitability.

TOP CORE COMPETENCIES

- **iGaming Brand Leadership**
Full-cycle brand leadership Tier1/2 + CIS), scaling teams 50+ FTEs across departments
 - iGaming Management(Full cycle)
Strategy, operational processes, key metric growth, brand profitability and business scaling
 - Affiliate Ecosystem Building
Launched in-house CPA network (15 brands), worldwide
 - Retention & Product Optimization
ARPU growth +30%, improved C2R/R2D, reduced churn, and increased repeat deposits
 - Analytical Leadership & KPI-Driven Strategy
Product and business management driven by data (Retro/Predictive Analytics, P&L, KPI systems)
 - Investor & Startup Strategy
Investor acquisition, self-funded \$160K launch and full payback in CIS market
 - Cross-functional Team Management

Expertise

- Launch and full-cycle strategic & operational management of Tier1/2+CIS iGaming brands with a proven track record of growing all key metrics and scaling cross-functional teams in fast-paced startups.
- Built an in-house CPA network for 15 iGaming brands from scratch and met FTD KPIs across LATAM, CIS, MENA, Africa, and Europe.
- Launched centralized departments (for 3 brands): Data Analytics, Product (CPO, QA-team (market research), Development, Product Analytics), and SEO/Creative (Web/Graphic Design), reducing recurring errors and major financial losses during the launch and operation of young brands.
- Full technical relaunch of a sports media platform completed in a record 6 months: MAU grew from 850K to 6.7M, monthly revenue tripled, FTD increased 8x+.
- Proved the viability of the iGaming business model in the CIS market, achieving positive unit economics and full project payback of \$160,000 (55% funded with personal capital).
- Built and scaled TG/VK channels (350K+ audience) and SEO websites (70K MAU) from scratch with ROI up to +500% and personal monthly income up to \$17K MRR.

Work experience

CEO international holding - iGaming

02/2024 - 07/2025 (50+ employees)

CPO International holding - iGaming

09/2022 - 01/2024 (25 employees)

CEO/Product Owner — BETS PRO(Betting social-media)

2021 - 05/2023 (20-30 employees)

Business owner — Social & SEO

2018 - 09/2022 (15-20 employees)

Education

GoPractice

Data-Driven Product Management
July 2025

AntiMBA

Vision
Sep 2023 - May 2024

AltGTU

Business Informatics
2013 - 2017

Language

- Russian - native
- English - elementary
(studying now)