

SULTAN ABI

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linkedin.com/in/sultan-abi-906b962b5 | Open to relocation: Europe, Mexico, Amsterdam

PROJECT & PRODUCT MANAGER | EXECUTION-FOCUSED LEADER

Experienced Project & Product Manager with 2+ years driving complex initiatives across distributed teams. Proven expertise in product strategy, platform-level coordination, stakeholder management, and risk mitigation. CEO background with demonstrated ability to manage 35+ person teams, deliver \$500K+ projects, and improve operations by 300%. Comfortable with technical complexity, process optimization, and execution excellence across product, infrastructure, and operations domains.

CORE COMPETENCIES

- **Product Strategy & Roadmap:** Product lifecycle management, feature prioritization, metrics design (DAU, MAU, LTV, retention), market analysis, user research
- **Project Management:** Full lifecycle coordination, project decomposition, baseline planning, RAID logs, risk management, dependency tracking
- **Cross-functional Leadership:** 35+ team coordination, multi-stakeholder alignment, distributed teams (2+ geographies), process improvement
- **Execution Excellence:** Deadline management, progress tracking, proactive problem-solving, escalation protocols, delivery velocity
- **Technical Orientation:** Comfortable with Engineering teams, infrastructure concepts, technical dependencies, software development workflows
- **Communication & Reporting:** Executive-level presentations, investor pitches, audience-specific messaging, clear documentation
- **Tools & Methods:** Trello, Linear, Jira, Agile/Scrum, financial modeling, data analysis, process automation with AI

WORK EXPERIENCE

CUSTODIA LEARN — Founder & CEO

AI/EdTech Platform | Nov 2025 – May 2026 | \$500K+ Valuation | 35+ Team | 2 Markets

- **Product Strategy:** Designed subscription model (\$15/month), identified market opportunities, built product roadmap prioritizing 30-40% conversion and 60%+ retention
- **Project Execution:** Coordinated 35+ team across 6 domains (Engineering, Design, Marketing, Sales, Support, Partnerships) from product launch to market expansion
- **Team Coordination:** Managed distributed teams across 2 geographies and time zones; maintained alignment, tracked dependencies, resolved blockers proactively
- **Stakeholder Management:** Pitched to investors, managed investor relations, coordinated university partnerships, ensured external commitments honored on schedule
- **Operations:** Tracked product metrics, optimized processes, established KPIs, documented decisions, maintained transparency on progress and risks
- **Results:** \$500K+ valuation, 10,000+ active users, 30-40% conversion rate, 60%+ retention, B2B expansion to CRM/LMS solutions

ABI EDUCATION — Chief Product Officer / Operations Director

Education & Operations | Aug 2023 – Dec 2025

- **Organizational Restructuring:** Designed frameworks for sales, teaching, and consulting departments; structured processes for cross-functional coordination
- **Process Optimization:** Increased customer LTV from 3 to 12 months (+300%); automated workflows, improved operational efficiency
- **Financial Management:** Managed P&L; optimized budgets, tracked KPIs, reported metrics to leadership
- **Team Building:** Built and coordinated teaching teams; managed staff development, performance tracking

JBYP — Co-founder & Financial Director | 2024 – 2025

- Co-founded youth career platform; managed financial planning, investor communications; successful exit after 1 year

DELOITTE BOOT-CAMP 2024 — Risk Management & Compliance Training | May – June 2024

- Selected among top students; practical audit, risk analysis, compliance frameworks in regulated industries

SULTAN ABI — Continued

SKILLS & EXPERTISE

Product Management: Strategy, roadmap planning, feature prioritization, MVP design, metrics design, product discovery, user research, data analysis, product-market fit, SaaS models | **Project Management:** Full lifecycle, decomposition, planning, Agile/Scrum, risk management, RAID logs, dependency tracking, baseline scheduling, retrospectives | **Team Leadership:** 35+ team coordination, distributed teams, cross-functional alignment, hiring, onboarding, staff development | **Execution:** Progress tracking, deadline management, quality control, proactive problem-solving, momentum maintenance | **Communication:** Executive presentations, investor pitches, stakeholder management, technical documentation, clear reporting | **Tools:** Trello, Linear, Jira, Excel, Google Sheets, Confluence, Notion, Slack, financial modeling, AI tools (Claude, ChatGPT) | **Business:** P&L; management, budgeting, market analysis, unit economics, KPI development, process improvement, automation

EDUCATION

- **University of Lausanne** — Bachelor of Business Management (Jan 2022 – July 2026) | Business Strategy, Management
- **De Montfort University Kazakhstan** — Bachelor of Finance & Economics (Sep 2024 – May 2025) | Finance, Investment Banking
- **Deloitte Boot-Camp 2024** — Risk Management & Compliance Training | Risk frameworks, audit, regulatory compliance

LANGUAGES

- English: C1 (Fluent) — Professional business communication, technical discussions, international teams
- Russian: C1 (Native)
- Kazakh: C1 (Native)
- Turkish: B1 (Intermediate)

ADDITIONAL INFORMATION

- 3-time Champion of the Republic of Kazakhstan — demonstrates excellence and high-performance culture
- Candidate Master of Sports — leadership and strategic thinking under pressure
- Ready for relocation: Europe, Mexico, or other international hubs
- Experience with distributed teams across multiple geographies and time zones
- Portfolio: <https://my-app-liard-nine-18.vercel.app>

Project & Product Manager | Technical Orientation | Execution-Focused | Global Team Coordination