

ANDREY TYAGUNOV

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EXECUTIVE SUMMARY

LEADERSHIP | INTEGRITY | PROFIT

Very knowledgeable of Russian online and mobile games market. Dedicated to maintaining a company reputation built on quality, service, and excellent customer support. Proven track record of implementing the necessary controls to ensure compliance. An expert in start-ups; team building; enhancing profitability; and growing community. A proven visionary and strategic leader that translates business strategies into maximum profits commensurate with the best interest of shareholders, customers, employees, and the public.

AREAS OF EXPERTISE

- Game Development
 - Online & Mobile markets
 - Leadership / Team Development
 - Business Development
 - Start-Ups
 - Management
 - Marketing / PR
 - Licensing Experience
 - Community Management
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PROFESSIONAL EXPERIENCE

TYAGUNOV.RU MOSCOW, RUSSIAN FEDERATION

2010 – PT

OWNER / PRODUCER / LEAD PROGRAMMER

NAVYFIELD Mobile Tactical Naval MMOG cross-platform iOS / Android <http://www.nfmobile.com>

Produced and developed several games and education client-server applications for platforms:

PC, Flash, IOS, Android, Samsung (Bada/SmartTV). Developed some online social games for Russian social portals - ok.ru vkontakte.ru

RUSSOBIT-M/GFI MOSCOW, RUSSIAN FEDERATION

2007 – 2010

Retail games publisher

ONLINE GAMES DIRECTOR

Organized start-up of the highly profitable division in part of “Russobit-M” holding. “GFI Online” - online and casual game licensing, localisation, publishing, and operating and led the “GFI Online” to growth in excess of as many as 30 employees in two offices and increased income by over \$3,000,000. Division reached profitability within 18 months.

- Led senior management business-level discussion and decisions involving business vision and strategy, enterprise-level decisions, standardization of best practices, and project governance oversight.
- Review foreign online games markets (Europe Union, USA, Republic of Korea, Turkey, China, etc). Evaluate suitable games for Russian market. Start negotiations, licensing products.
- Managed legal, financial, marketing, localisation, licensing, IT, HR functions for company division.
- Developed strategies to improve marketing effectively, reduced costs, maximized recoveries and minimized losses.
- Identified potential risks for products with marketing, monetization, community. Provided guidance to staff.
- Evaluate compliance with requirements of quality assurance of services.
- Team development

ACHIEVEMENTS:

- Launched several Free To Play (F2P) Massive Multiplayer Online Games (MMOG) at the Russian online games market:
 - “Navyfield” MMO Naval Strategic Game by SDEnternet company. www.navyfield.ru
 - “Runes of Magic” MMO Role Playing Game by Frogster GmbH. www.rm-online.ru
 - “Operation 7” MMO First Person Shooter Game by MGame. www.oper7.ru

CONTINUED ...

- Choosing, arrange and signed contracts for several MMO games for licensing in Russia
- Built strong professional core team of managers resulted in improved employee engagement, established a solid team culture, and resulted in increased employee and customer retention. Established high Community reputation built on quality, service, and excellent customer support.
- Launched E-Commerce Casual Games portal – www.turbogames.ru
 - Produced and licensed several casual games, built strong partnership with major casual games market players Publishers and Developers such as Alawar ltd, Nevosoft ltd, Bigfish games, Intenium gmbh, Playrix ltd, etc
- Reborn E-Commerce Digital Distribution Games portal – www.gamepitstop.ru. Built first Russian E-Commerce digital distribution partner program for core games
- Launched First Russian Browser Based MMO Tamagochi style Game – “Imones”
- Launched several BTL&ATL programs. These programs resulted in increased sales and profit

NIKITA MOSCOW, RUSSIAN FEDERATION**2001 – 2007**Online games developing company www.nikitaonline.ru**MARKETING DIRECTOR (2005-2007)**

Implementing marketing strategy through successful campaign development, forecasting product growth. Managing pricing strategies to achieve high levels of profitability. Marketing planning functions including segmentation and targeting company products, feature requesting, oversaw developing department. Provided a superior level of customer relations, and promoted the sales and service culture through coaching, guidance and staff motivation

ACHIEVEMENTS:

- Reviewed the functions of Marketing department. Built new marketing strategy with new 24 months Company Marketing Plan. Built core managers team.
- Launched new genre online games for company – Browser Based Massive Multiplayer Online Games “WebRacing” MMO Street Racing Game. www.webracing.ru.
- Established new kind partnership with major Russian retail Publishers 1C, Noviy Disk, Russobit-M
- Produced in part MMORPG “Sphere” & “Sphere II”.
- Launched First Russian Free To Play MMORPG “Sphere Reborn”
- Launched First Russian MMO Social&Dancing Game “Dom 3” in partnership with Russian TV channel company “TNT TV” (www.tnt-tv.ru) based on superb popular TV show “Dom 2”.
- Launched Mobile Java Based Arcade Game “Parkan II. Sabotage in space”
- Launched several BTL&ATL programs
- Assist in company merging with Digital Sky Technology Fund (Mail RU group at the moment)

PROJECT MANAGER / LEAD PROGRAMMER (2001 – 2005)

Produce and developing core games. budgets, plans. Hire employees. Negotiations with Publisher (1C company). Team building. Collaborating with other business units. Developing games ASM / C / C++

ACHIEVEMENTS:

- Built strong team of professionals
- Launched major project for company – “Parkan 2” Multi-Genre Sci-Fi Role Playing Game
- Launched “Iron Strategy 2” – Sci Fi Real Time Strategy

RUSSOBIT-M/GFI MOSCOW, RUSSIAN FEDERATION

2000 – 2001

Retail games publisher

PROGRAMMER

Developing games. ASM / C / C++

ACHIEVEMENTS:

- PC kids learning game “Mathematic”
- PC action game “Tarakany”
- PC FPS game “Brat 2. Obratno v Americu”

RUSSIAN SPACE AGENCY MOSCOW, RUSSIAN FEDERATION

1996 – 1996

Centre of conversion technology

ENGINEER

PROFESSIONAL ORGANIZATIONS AND AFFILIATIONS

Russian Game Developing Association – Member

EDUCATION

BUSINESS ADMINISTRATION

International Institute of Management “Link” Moscow, Russia 2001 - 2002

ELECTRONICS ENGINEER

Moscow State Aviation Technological University “MATI” Moscow, Russia 1991 - 1998
