

Alisher Suyunzhanov

Product & Business Development Leader

FinTech · Marketplaces · Partnerships · Growth

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Summary

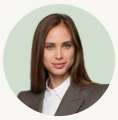
Product and business development leader with 11+ years across FinTech, e-commerce, marketplaces, EdTech and media. I build growth strategies and defend them at Board and shareholder level, structure partnerships from first contact to MoU and contract, lead cross-functional teams of up to 40+, and launch products driven by metrics (AARRR, JTBD, RICE, OKR). Track record includes a marketplace growth strategy for Halyk Market (Halyk Bank group), AIFC licensing and a National Bank sandbox invitation for a tokenization platform, 30+ partner mini-apps in a national super-app for 3M+ users, and a Telegram marketplace grown to 750M KZT turnover in 12 months. Known for opening markets with non-standard approaches — deep research on people and companies, hard-copy letters, market studies, dinners, podcast invitations — from first contact to signed deal, then a clean handover to execution. Open to Head of Product, Head of BD / Partnerships and Growth roles in fintech, venture and media — in Kazakhstan, remote, or with relocation.

Key Achievements

- **Halyk Market (Halyk Bank group):** invited by the CEO; audit, 12-month strategy and growth plan defended at Board level; SKU-level gap analysis vs the market leader (~238K vs 59.5K SKUs) revealed +9–17B KZT GMV/year potential; designed live commerce and new verticals (Fresh, cross-border, pre-order) with stage-gated unit economics.
- **QazeX Holdings (CBDO, A Labs client):** portfolio audit in 2 weeks with a ₸600M lawsuit risk flagged; for QazDi (asset tokenization, AIFC) led licensing, secured an invitation to the National Bank of Kazakhstan regulatory sandbox, signed an MoU with international infrastructure partner Fasset.
- **A Labs Trading Systems:** Kazakhstan was outside Pepperstone's public partner program — a cold email to the Global CEO opened it: deal closed in Kuala Lumpur, Master IB status and a $100K marketing budget; ~$10M notional monthly volume.
- **Aitu Superapp (BTS Digital), business development:** partnerships with national retailers incl. Magnum and Astykzhan — 30+ partner mini-apps for 3M+ users, +20% retention; Junior PM → Tribe Lead in 6 months; "Best Manager" in 360° review.
- **Big Deal / Proof.kz:** 0 → 750M KZT turnover in 12 months, ~10M KZT/month revenue, deal conversion +31%; Digital Innovation Award Astana Hub 2024 — 1st place.
- **Zapusk.Tech (crowdinvesting):** MRR $0 → $8K in 7 months, $400K+ raised via the platform, NPS 72, deals with 3 VC funds.
- **AR Ruler (iOS, partner product):** participated — TOP-5 App Store US, 100K+ users in year one; exit for $150K.
- **A Labs Academy (EdTech):** No-Code course commissioned by Astana Hub — 3,500+ students; $100K+ revenue from B2B course sales in one year; clients incl. Ministry of Education, inDrive, Astana Akimat.
- **Government (KNB):** deradicalization program in Atyrau using JTBD, media products and a Telegram rehabilitation funnel — −15% radicalized audience (7,000 → 5,950); documentary.
- **Media & PR:** clients incl. Tele2, Altel, QazAthletic and ministries; sarbaz.kz (Ministry of Defence) — reach ×6, subscribers ×3, target actions ×50, CTR ×600 in 3 months with zero ad budget; 68M organic views in a year.
- **Sponsorship & co-marketing:** ~$930K in sponsorship and event revenue — HC Barys, FC Astana, Astana Opera, EXPO-2017 (Henkel, KFC, Hardee's, EFES); Cartier's first private gala in Kazakhstan.

References

"Alisher is a true entrepreneur — result-oriented, extremely creative, street smart! He is both a leader and a team player, and was a true inspiration for the whole team. I would recommend Alisher for early-stage venture businesses, especially with a B2B component."



Irina Swan
Founder & Investor, Healthiest Chef · California, US

"I had the privilege to work with Alisher at BTS Digital, where his leadership in integrating mini-apps into Aitu Superapp was a key factor in boosting our user retention. I saw Alisher grow from a Junior Product Manager into a respected Tribe Lead, admired for his loyalty and influence by colleagues across the company. He excels in strategy and brings a dynamic entrepreneurial mindset, always focused on driving business metrics. Alisher is especially valuable in moments of chaos or crisis, consistently turning uncertainty into opportunity."



Zhassulan Zharilkassinov
Strategy & Product Leader, ex-CEO at Chocofood · Almaty, KZ

"As CPO at BTS Digital, I was Alisher's direct supervisor. I enjoyed watching him grow as a team leader. He is extremely creative, brave, communicative, and good at strategic thinking. I recommend Alisher to companies struggling to define their UVP or stuck with fast launches."



Maxime Lafe
Founder & Head of Growth & Discovery, Humans Inc. · New York, US

"Alisher is a man of his word. He helped us launch the DefTech Hub and made a huge impact in creating our media product sarbaz.kz, making it sustainable as a business unit. Highly recommend him for products and projects that need to rethink their values and business model to grow."



Darkhan Akhmediyev
Deputy Minister of Defence · Kazakhstan

Speaking & Media

Speaker: Digital Bridge, Astana Hub Talks; joint projects with GeekBrains and Skillbox.
A Labs case study — directual.com
Podcast Paida Qaida (producer & host) — episode with Rasul Abdullaev · Deradicalization program documentary — YouTube

Open To

Full-time: Head / Lead of Product, Head of BD & Partnerships, Head of Growth, Strategy roles — fintech, venture funds and accelerators, media.
Location: Astana / Almaty, remote, or relocation (UAE, Europe).
Project-based: product audit & strategy, MVP launch, growth & monetization, no-code / AI automation.

Work History

Founder & CEO — A Labs

Aug 2021 — Present · Astana · a-labs.pro · run alongside full-time roles

Product studio and venture builder. Two lines of business: our own products, which we launch and grow ourselves, and digital products built for corporate and government clients (A Labs Dev Studio: Upwork Top Rated Agency; 23 MVPs for clients in Europe and the US).

OWN PRODUCTS

- **A Labs Academy (EdTech):** No-Code course commissioned by Astana Hub — 3,500+ students; $100K+ revenue from B2B course sales in one year; clients incl. Ministry of Education, inDrive, Astana Akimat.
- **A Labs Trading Systems (since Oct 2025):** algorithmic trading direction — custom MT4/MT5 trading robots, strategy audits, live algo portfolios. Opened Pepperstone with a cold email to its Global CEO, then closed the deal with APAC leadership in Kuala Lumpur (Jul 2026): Kazakhstan was outside Pepperstone's public partner program and was opened for us: Master IB status and a $100K marketing budget for 6 months; ~$10M notional monthly volume (previously $36.7M per quarter via Vantage). Lead BD and marketing with a focus on institutional clients: funds, partners, IB network across KZ/CIS.

CLIENT & PARTNER PROJECTS

- **AR Ruler (iOS, partner product):** participated — TOP-5 App Store US, 100K+ MAU in year one; exit for $150K.
- **Big Deal / Proof.kz (Telegram auctions):** commerce in Telegram (bots, payments, CRM) — 750M KZT turnover in 12 months, ~10M KZT/month revenue; seller verification cut chargebacks 23%, deal conversion +31%, weekly retention 48%. Digital Innovation Award Astana Hub 2024 — 1st place.
- **Zapusk.Tech (crowdinvesting):** discovery → AML/onboarding → investment flows; MRR $8K in 7 months, $400K+ raised, 12-week retention 45%+, LTV +38%, NPS 72; partnerships with 3 VCs.
- **QazeX Holdings — CBDO, Sep 2025 — May 2026** (portfolio: QazDi, Digital Alliance): portfolio audit in 2 weeks, ₸600M lawsuit risk flagged with an exit plan. QazDi (tokenization, AIFC): licensing, National Bank sandbox invitation, MoU with Fasset, pre-seed talks at a $20M target valuation. Digital Alliance relaunched as studio ProductLab (₸2.85M pilot).
- **Government — National Security Committee (KNB), Atyrau:** deradicalization program built with product methods — JTBD and customer development in high-security prisons, media products and a Telegram-bot rehabilitation funnel; radicalized audience reduced by 15% (7,000 → 5,950). Result documented in a film: youtu.be/Lz-ezPdKA4M.
- **Enterprise (low-code):** investment platform with escrow and e-signing, passed a central bank technical review ($155K saved); learning platform for a national English-school chain in 3 months ($55K); restaurant tipping and bill payment integrated with 1C, ERP and acquiring ($35K); construction CRM ($50K); bus ticketing ($25K).
- **AIFC advisory:** structuring projects under AFSA rules, licensed activities, partnerships with international brokers.

Director of B2C Sales — Halyk Market (Halyk Bank group)

Jun 2026 — Oct 2026 · Almaty · invited by the CEO · team of ~20

- Built the marketplace growth strategy and defended it at Board level: portfolio GMV model with 3 scenarios, each driver with an owner and a status (fact / estimate / target).
- SKU-level assortment gap analysis vs the market leader (~238K vs 59.5K own SKUs); designed a capture-ratio method and a brand-coverage index.
- Identified assortment gaps worth +9–17B KZT GMV/year; made the case for doubling core GMV through three linked levers: assortment, funnel conversion, installment approval rate.
- Took over the function from the previous CMO: audit, 12-month strategy, 90-day plan; benchmarked marketing spend (Kaspi, Hepsiburada, Shopee, MercadoLibre) and built the budget model.
- Designed a 3-tier live commerce model and ran 3 test streams; designed new verticals with unit economics and stage-gated funding: Fresh pilot, cross-border, pre-order.

Business Development Manager · Lead PM · Tribe Lead — BTS Digital

Feb 2019 — Aug 2021 · Astana

- OnayBazar: group buying from scratch to 350 orders/day — Astana's food delivery leader in 2020.
- Pitched strategy directly to shareholders; Junior PM → Tribe Lead in 6 months; team of 40+ (product, design, development, analytics).
- Aitu (BD): partnerships with national retailers incl. Magnum and Astykzhan — 30+ partner mini-apps for 3M+ users, +20% retention. Launched 4 products: SmartBazar, SmartToi, PriceScanner, WeQook. "Best Manager" in 360° review.

Senior Product Manager (project) — VEON / Beeline Kazakhstan

Sep 2020 — Feb 2021 · Almaty

- Discovery for Beeline Messenger and school-diary integration: 100+ JTBD interviews.
- Assessed build options: off-the-shelf solutions, M&A, government security requirements. Took the product from hypotheses to POC.

Producer · Co-Founder — Qadam Media

Jan 2023 — Present · podcast Paida-Qaida, projects with government agencies

- sarbaz.kz (Ministry of Defence): reach ×6, subscribers ×3, target actions ×50, CTR ×600 in 3 months with no ad budget; TOP-50 media outlets.
- qadams_news: 100K subscribers in 8 months; 68M organic views in a year for a client; media clients incl. Tele2, Altel, QazAthletic.

Founder · Business Development — Sum & Substance LLP

2015 — Dec 2018 · Astana · commercialization of HC Barys, FC Astana, Astana Opera and events

- EXPO-2017: brought EFES on as sponsor; two catering points, ~$500K revenue in 93 days.
- HC Barys: commercialization strategy and sponsorship contracts with Henkel, KFC, Hardee's (~$432K). Astana Opera × Cartier: private gala, the brand's first private showing in Kazakhstan.

Core Skills

Product strategy & roadmap · Unit economics & financial models · GTM & growth · Partnerships: first contact → MoU → contract · Board & shareholder materials · Regulators: AIFC / AFSA, National Bank · Discovery, JTBD, CustDev · BRD / PRD · Marketplaces & e-commerce · Fintech, brokerage, tokenization · Media & content production · Figma · Illustrator · Premiere Pro · Leading teams of 20–40+ · Negotiation & deal architecture · Pitch decks · Concept creation · AI agents & agentic automation

Languages

Kazakh — native · Russian — native-level · English — fluent · Turkish — fluent

Education

Suleyman Demirel University — BSc Finance (2013)
Kazakh-Turkish High School for Gifted Boys

Training

GoPractice (2019) · ScrumTrek (2019) · Customer Development, Zamesin (2020) · Product Management, LABA (2021) · Directual Certified Partner (2022) · Operational Management, JV Team (2023) · Coursera: Digital Product Management, CJM · Udemy: Product Data Analysis, UX/UI, Bubble

Interests

Design, video editing, drawing