

Konstantin Peselev, MBA, MS

peselevk@gmail.com | (267) 528-4836 | peselev.com

Product Manager • Enterprise SaaS • AI, Data, Growth

EDUCATION

Executive MBA • Stern School of Business, NYU, New York, NY

MS & BS, Electrical Engineering • Moscow Power Engineering Institute, Moscow, Russia

PROFESSIONAL EXPERIENCE

Totango, Inc., New York, NY

2022 – 2025

Senior Product Manager

- Owned product strategy for a \$40M ARR Customer Success platform serving over 350 B2B customers including SAP, GitHub, and Dynatrace. Led three engineering squads across Growth, Data Governance, and AI roadmap. Led post-acquisition technical and operational (EPD & GTM) integration of Lou (no-code in-app tours), Catalyst (key competitor), and Parative (AI-first CS engine).
- Owned Growth strategy for the SMB segment, rebuilding the funnel around activation, conversion, and expansion: shipped intent-driven onboarding, self-learning tools, new monetization model, and self-serve subscription management. Doubled segment revenue and lifted activation rate 2x within four weeks of release.
- Owned the AI product, built the AI Account Executive Summary to synthesize personalized insights from large unstructured datasets and drive long-term retention. Evaluated generative AI models by tweaking prompts, adjusting parameters, and augmenting context to monitor production quality and prevent hallucinations, successfully securing feature adoption by 9 of the top 10 largest enterprise customers.

MyDealerOnline, Inc., Trevoose, PA

2015 – 2022

Senior Product Manager

2018 – 2022

Product Manager

2015 – 2018

- Joined a 5-person pre-seed company with a working prototype, owned product strategy for a multi-tenant SaaS marketing platform in automotive. Grew headcount past 30, ARR past \$1M, and closed an institutional VC round.
- Sourced and integrated five enterprise data partnerships across pricing, inventory, and validation (incl. Black Book, Hyundai Capital); partnered with engineering on ETL and API syndication to unify fragmented feeds into the MVP that anchored the next funding round and nearly doubled revenue in 12 months.
- Solved the attribution issue by leveraging ML/AI to correlate online engagement with offline sales. Productized as an automated ROI report that became the primary proof-of-value for new enterprise deals and renewals.
- Championed a Lean process initiative to re-engineer Go-to-Market strategy. Validated use cases and utilized performance metrics to drive out waste, reducing implementation time by 66% and increasing completion rates from 35% to 95%.

LTV Europe Sicherheitstechnik GmbH, Bremen, Germany

2013 – 2018

Co-Founder and Managing Director

- Co-founded an OEM CCTV distributor for EMEA; raised €1.5M, hired 14 across Germany/Hungary/Russia, and reached €1M in sales six months ahead of plan. Sold to a strategic competitor in 2018.

LUIS+ Group of Companies, Moscow, Russia

2004 – 2013

Enterprise Account Executive

2011 – 2013

Software Developer

2004 – 2011

- Promoted from developer to enterprise sales; managed 100+ accounts with three direct reports.
- Led CRM/infrastructure migrations bridging business and engineering teams.