

Konstantin Peselev, MBA, MS
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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

04/2022 – 06/2025

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).
- Spearheaded the AI initiative, 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.
- Owned data governance; designed and shipped a data access control platform that became the company's standard for shipping restricted functionality. Unblocked multiple key deals stalled due to compliance, reached 100% adoption among the top 10 customers within two weeks of GA, and opened the new enterprise segment.

MyDealerOnline, Inc., Trevose, PA

03/2015 – 04/2022

Senior Product Manager

08/2018 – 04/2022

Product Manager

03/2015 – 08/2018

- 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

11/2013 – 03/2015

Co-Founder and Managing Director

- Co-founded an OEM CCTV distributor for EMEA; raised €1.5M, built a team of 14, and reached €1M in sales six months ahead of plan.
- Advised the company after stepping back from operations in 2015, through its acquisition by a strategic competitor in 2018.

LUIS+ Group of Companies, Moscow, Russia

01/2004 – 11/2013

Enterprise Account Executive

09/2011 – 11/2013

Software Developer

01/2004 – 09/2011

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