

GEORGI CHOLAKOV

[LinkedIn](#) || [Personal Website](#)

EXECUTIVE SUMMARY

Product leader with a proven track record of driving strategy, development, and execution of ML- and AI-powered solutions and technology platforms. Skilled in managing small- and large-scale technology solutions in B2C and B2B environments, with a strong focus on regulatory compliance, privacy, and performance optimization. Experienced in leading cross-functional teams to develop, deploy, and scale predictive analytics products, delivering multimillion-dollar impact for enterprise clients. Adept at overseeing full product lifecycles, aligning and influencing senior stakeholders, and fostering adoption across engineering and business teams. MBA from the University of Chicago Booth School of Business with expertise in strategy, operations, and analytics.

PROFESSIONAL EXPERIENCE

META

Data Science & Product Management

London, UK

Feb 2022 – Mar 2025

- Directed the strategy of Meta's 3rd party API platform to ensure compliance with GDPR, FTC, and other regulatory requirements; partnered with Legal and Privacy teams to build systems protecting Meta against multibillion-dollar fines
- Led the product development of performance tracking and alert tools for developers in Horizon Worlds, a virtual reality ecosystem:
 - devised and proved the concept;
 - shaped the roadmap and the execution strategy to be followed by 20+ engineering partners; and
 - championed and drove adoption among 30+ engineering teams
- Proposed and executed changes to the ads recommendation ML models leading to >\$10m in additional annual ads revenue; collaborated with software engineers across 4 different teams
- Devised a value / risk framework and model to evaluate 10,000+ API endpoints; collaborated with 2 engineering partners on the deletion of the worst 500+ endpoints, significantly reducing the company's risk exposure
- Served as the point-of-contact for Meta's data recordkeeping; identified and implemented cost saving opportunities in recordkeeping of ~\$12m
- Devised interactive and dynamic tracking products for Meta's API health and performance monitoring

ELECTRIFAI – *global provider of analytics and machine learning solutions*

Director, Head of Product & Delivery

London, UK

Nov 2015 – Feb 2022

- Led a cross-functional team of 20+ members spread over 3 continents during the development and GTM of Cinema AI, a demand forecasting and schedule optimization software
 - Served as product owner, including roadmap definition and prioritization
 - Partnered directly with ElectrifiAi's CEO & COO to set the vision and strategy for the Cinema AI product
 - Directed the strategy and operations for Cinema AI's implementation at a leading European cinema operator
 - Cinema AI became an integral part of the client's scheduling and generated a multi-million uplift in profit each year; clients rated the product as the best analytics solution in the industry
 - Negotiated commercial deal extensions and product expansions; managed the scaling up and optimization of Cinema AI from a bare-metal to an AWS-based solution
- Headed a team of 6 in providing customer identification and conversion propensity models to an insurance client in the Middle East
- Managed a team of 5 and the relationship with a Fortune 10 retailer in implementing advanced analytics and ML techniques and strategies to:

- prevent customer attrition;
- increase customer engagement; and
- convert new customers into recurring ones
- Supported business development in the media and entertainment, finance, and retail industries

JUNIPER NETWORKS – *network technology and infrastructure company*
Finance– Business Group Financial Planning & Analysis

Sunnyvale, CA, USA
Jun 2014 – Sep 2014

- Developed financial models to forecast and appraise the profitability of potential acquisition targets and new businesses; initiated the implementation of the models for a multi-million-dollar partnership
- Planned, executed, and tracked success of a weekly reporting tool for the use of the Security Business Unit in collaboration with sales, operations, and finance teams

CORNERSTONE RESEARCH – *economic and financial litigation consulting firm*
Research Associate

Boston, MA, USA
Jul 2007 – Mar 2013
May 2006 – Aug 2006

- Led a team of 3 in estimating damages to a \$3bn pension plan; the client successfully negotiated a \$3m settlement based on the team's analysis, more than 15x less than what plaintiffs demanded
- Conceptualized and drafted reports on 4 cases with favorable results to clients; topics included asset valuation, corporate governance, and Employee Retirement Income Security Act (ERISA)
- Analyzed and assessed the valuation of a Russian telecom in an appraisal lawsuit
 - Discovered a discrepancy of over \$800m between acquisition price and fair value
 - Client was awarded \$25m in compensation based on the new valuation
- Developed and delivered presentation on the impact of the 2008 financial crisis on the valuation of energy firms
- Assessed the contractual terms of 30 leveraged buyout deals in collaboration with a team of 14 members; prepared an expert for testifying on the fairness of a \$27bn buyout of a media conglomerate

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS
Master of Business Administration

Chicago, IL, USA
Sep 2013 – Jun 2015

- Graduated with class-high 7 concentrations: Econometrics and Statistics; Strategic Management; General Management; Entrepreneurship; Economics; Operations Management; and Marketing Management
- GMAT: 760 (99th percentile)

ALLEGHENY COLLEGE
Bachelor of Arts in Economics

Meadville, PA, USA
Aug 2004 – May 2007

- Magna cum laude; Phi Beta Kappa
- Economics Senior Project Prize: thesis focusing on labor supply behavior of low-income individuals
- Completed a 4-year academic program in 3 years while working to be able to afford tuition

ADDITIONAL

- Created the web-based puzzle games [A Knight's Journey](#) and [Gizmo Works](#)
- Certified AWS Cloud Practitioner and in deeplearning.ai's Deep Learning Specialization on Coursera
- Experienced in SQL & SAS; additional experience with Python, R, and VBA
- Native speaker of Bulgarian; basic conversational skills in Russian and German
- Certified FAI/IPPI ParaPro 3 paragliding pilot and PADI Advanced Open Water Diver