

Yulia Petrikova

I build the commercial layer that products are missing. I've taken over categories I didn't know, found where the money was leaking, and rebuilt positioning, channels, and pricing around what actually converts. In B2B SaaS infrastructure, that meant opening an enterprise segment the company had never sold into. In regulated consumer lending, it meant cutting the budget by more than half while halving CAC and growing issuance 110% month over month. Twelve years across B2B SaaS, fintech, HR tech, and travel tech, in Europe, MENA, North America, and East Africa.

Experience

Head of Marketing / Head of Product and Marketing Aug 2025 – Present

Eleving Group · Regulated Consumer Lending / FinTech · East Africa & Balkans

Publicly listed fintech (Nasdaq Riga & Frankfurt), 18 countries, 2.2M+ customers. Completed the largest-ever private-company IPO in Latvia's history.

- Cut CAC from €35 to €18 and monthly budget from €50-200K to €40K, and grew loan issuance 110% + month over month, by rebuilding the channel mix with data-driven campaign planning
- Improved margin 15-20% after taking over pricing and partner economics, adjusting pricing on competitor and sales data and negotiating co-branded budgets against expected revenue
- Raised application-to-loan conversion from 18% to 25%, helping finance 100,000+ devices in six months through channel restructuring and campaigns built around real conversion blockers
- Built the regulatory review process from scratch with legal, including templates with restrictions built in and a formal approval flow, then applied the same framework to a new market launch
- Cut brand asset costs from €2K to under €1K per campaign and branch launch time from 1.5 months to 2 weeks by building the brand book, identity standards, and data-based asset budgeting
- Restructured a team of 7, introducing product marketing as a function with CAC-based KPIs and brand KPIs tied to cost and speed

GTM Lead / Group PMM / Product Marketing Manager Sep 2022 – Aug 2025

Gcore · B2B SaaS · EMEA, MENA & North America

Global edge cloud, CDN, streaming, and AI infrastructure. 200+ Tbps of capacity across 180+ points of presence on six continents, 600 people, \$60M Series A in 2024.

- Opened the enterprise segment by repositioning the portfolio from technical spec to commercial value and rebuilding product pages and sales materials, helping win Samsung and Orange as the first enterprise clients and cutting mid-enterprise sales cycle from 10 to 8 months
- Built analyst relations from scratch as third-party proof for enterprise buyers, contributing to IDC MarketScape 2024 (Major Player) and GigaOm Radar 2024 (Leader, Outperformer) recognition
- Drove 40% QoQ user growth over a year while cutting paid media spend per product from \$5K to \$1-2K, by rebuilding the channel mix across paid search, SEO, events, and content
- Doubled MQL-to-SQL conversion from 8% to 17% by targeting selective media and technical audiences instead of broad reach
- Grew active client base ~12% YoY with 2,600+ new clients onboarded, taking over Streaming, CDN, Edge, DNS, and AI, and building positioning, use cases, and cross-sell logic for each
- Increased booth-to-qualified-lead conversion from 5% to 15% and pre-booked ~20 meetings per event across IBC, NAB, GDC, GITEX, SIGMA and SVG, through pre-event webinars, media partnerships, and live customer proof points

Product Marketing Manager Feb – May 2022

KUDO · SaaS · Europe & Americas

- Led product marketing and GTM for a global virtual collaboration platform
- Owned positioning, messaging refinement, and enterprise revenue expansion, aligning roadmap communication with commercial use cases

Global Social Media Manager Oct 2020 – Feb 2022

Upfield Group · FMCG · 30+ Global Markets

- Led global social, influencer, and brand activation strategy across 30+ markets in Europe, MENA, Africa, and the Americas
- Directed localization strategy and agency execution across digital, retail, and field channels
- Delivered integrated campaigns generating 3M+ interactions, building creative playbooks and launch frameworks that kept brand consistency across markets

Marketing Executive Feb 2018 – Mar 2020

Owiwi · HR Tech · Europe, North America, MENA

- Scaled digital acquisition by 45% YoY and improved MQL-to-SQL conversion by 22%
- Executed GTM across content, paid media, and lifecycle marketing, and managed the company's presence at industry events end to end

Digital Marketing Specialist Jan 2017 – Feb 2018

Dynatech · Travel Tech · Europe, Americas, Africa, MENA

- Led cross-channel growth programs across 5 markets, increasing Facebook Ads ROMI by 40% and email ROMI by 33%

Marketing Specialist Jan – Oct 2014

Tripsta · Travel Tech, OTA · Eastern Europe & CIS

- Executed digital acquisition and performance optimization across the region

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Education

M.Sc. International Marketing

Athens University of Economics and Business · 2014–2016

B.Sc. International Economics & Commercial Diplomacy

University of Latvia · 2008–2012

Core Competency

GTM Strategy & Positioning
Product Marketing & Launch Strategy
Unit Economics & CAC
P&L Ownership & Pricing
Brand Building & Identity
Market Entry & Expansion
Operator & Channel Partnerships
Regulated Industries
Team Leadership
Multi-Market Operations

Languages

Russian native
English fluent
Latvian fluent
Greek fluent
French / German basic

Software Skills

HubSpot · GA4 · PowerBI · Redash · Semrush · Mailchimp · Canva · JIRA · Miro · Figma · HTML · WordPress · Asana · Notion
Claude & ChatGPT (AI-assisted workflows, agent orchestration)