

Vlad Shubin

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[LinkedIn](#)

8+ years of experience across **management consulting, in-house strategy & operations, analytics** at global consultancies, **media** and **telecom** companies (UK, Europe, APAC). Expertise in the **media & entertainment** sector (streaming, PayTV, advertising). Drove **market expansion** in 10+ developed and emerging markets, **digital products** growth (MAU 500K+), strategic **partnerships, M&A**. Ex-Warner Bros. Discovery, KPMG.

KEY SKILLS

Business: GTM, monetisation, market entry, partnerships, commercial due diligence, business modelling, market research, product management, internal consulting, cross-functional project management

Data analytics: Excel, SQL, Python, Amplitude. **Visualisation:** Tableau, Power BI, ThinkCell, C-level presentations

Languages: English (C2), Russian (C2), German (B1)

EXPERIENCE

FIDE PARTNERS, London, UK

Dec 2022 – Apr 2024

Senior Strategy Consultant

International consulting company focused on the TMT sector (tech, media, telecom)

- Conducted **business plan** assessment of a cloud & SaaS provider in Europe, enabling an investor to acquire a stake: led analysis of the **commercial strategy, market, products**
- Led **growth strategy** assessment for a UK-based broadband provider, facilitating the fundraising for the expansion to 300K+ premises and product launches
- Delivered **commercial review** and **market expansion** strategy for a UK-based connectivity provider, enabling investments and entering 12 countries
- Prepared 15+ commercial proposals, resulting in 3 consulting projects
- Led **media & entertainment** domain: initiated **business development** activities with potential clients, created and handled training for 50+ consultants, launched market intelligence

VEON TELECOMMUNICATIONS, Moscow, Russia & Remote

Mar 2021 – Aug 2022

Strategy Manager – Digital Services

Mobile, broadband and digital services provider [Beeline](#) (50m subs)

- Led strategic assessment of **digital entertainment** markets (music streaming, gaming), identifying **new revenue streams** that contributed to a 5-10% total revenue increase
- Completed **content performance analysis** for a streaming platform, leading to a 15% budget optimisation and shaping the **product strategy**
- Managed a commercial assessment for the potential **e-book platform acquisition**, identifying a potential worth \$10M and growth trajectory to 1M subs via bundling and upselling
- Produced a **GTM and growth strategy** for a **music subscription product** (partnership with Deezer), supporting expansion to 500K subs within an operator's ecosystem
- Evaluated the launching of a **bundle** and 3 **partnerships** in gaming, which improved mobile retention and ARPU
- Performed quarterly B2C **performance metrics reporting** for a shareholder (Veon)

WARNER BROS. DISCOVERY (Discovery Inc.), APAC & EMEA

Nov 2016 – Dec 2020

Strategy & Business Development Manager, Southeast Asia – Singapore, Singapore

Jan 2019 – Dec 2020

- Developed a 5-year **commercial strategy** and evaluated initiatives to drive a 10%+ YoY revenue increase
- Prepared **long-term plans** and **performance reviews** for TV and streaming businesses (10 markets, 15+ products), contributing to the management of \$XXM annual revenue
- Modeled 3 distribution deals with telecom operators, helping to achieve a 5-15% upside vs plan
- Designed **monetisation and GTM strategies** for D2C video products, driving 1M+ user acquisition and unlocking annual revenue of \$500K+
- Crafted **product strategy** and **business model** for the Asian Food Network online platform, incl. enabling **partnerships** with a food delivery app, generating \$XXK annually
- Elaborated a **market-entry plan** for Vietnam, which resulted in \$XXXXK recurring revenue

Strategy Analyst, Northeast Europe – Moscow, Russia

Nov 2016 – Dec 2018

- Conducted **analysis & research**, contributing to \$XXXM business in 15 markets with 10 TV channels, 50+ partners
- Facilitated the **advertising** launch on Discovery channels in Latvia and Estonia, enabling \$XXXK+ annual revenue, incl. managing operational aspects, performance monitoring
- Devised **sports rights** monetisation strategies (NHL, UFC, Olympics) for Eurosport TV and digital, helping grow subscribers by 50%
- Built a **JV model** for global PayTV majors (Sony, Fox), targeting revenue boost

KPMG, Moscow, Russia

Sep 2014 – Sep 2016

Strategy & Operations Consultant

- Delivered a **product strategy** for a ride-hailing app, supporting entering 200+ urban areas
- Developed a service model for a Dubai-based company, helping to **reduce costs** by 20%
- Elaborated a **corporate strategy** for a bank aimed at expansion in 50+ regions and 5X assets increase
- Executed **commercial and operational review** of a transportation operator, revealing inefficiencies of \$5M+

EDUCATION

Lomonosov Moscow State University

Sep 2009 – Jun 2014

Master's in Management (Distinction)Completed consulting internships at **EY, BCG** in 2013-2014.Certificate: **Harvard Business School "Data Science for Business"** (Apr 2021)

Courses: data-driven product management simulator GoPractice (2022); product strategy, SQL, Python