

VALERIA SURK

Creative Business Strategist

www.valeriasurk.com

Product Manager

Veson Nautical Oct 18- Sep 22

- Led the development of B2B SaaS products: Fuel Management, Operations, Maps & Distances, Emissions Control products, 2,000+ clients, 38,000 users.
- Re-designed and implemented core maritime fueling system technology functions to meet the global regulations (IMO2020). Impact: USD 5 billion.
- Conducted multiple comprehensive feature prioritization surveys involving 3,000+ users, shaping a strategic roadmap and pivoting the direction of the product and the company.
- Implemented new user workflows resulting in 30% increased efficiency.
- Applied agile methodologies for bug triage, feature design, and large-scale project development, always hypothesis testing focusing on MVP principles.
- Orchestrated 5 roundtable discussions in global locations, gaining deep insights into user needs with 20 top oil companies in the world.
- Facilitated 200+ user interviews becoming an expert in user personas.
- Hosted 7 successful Product Marketing Webinars with 300+ attendees.
- Managed 1-3 global engineering teams across multiple time zones.
- Collaborated with marketing on client communication strategies and content.
- Assisted Sales in closing multiple deals resulting in USD 1.5MM in sales.

Software Support Analyst

Veson Nautical Jan 17- Oct 18

- Oversaw 15+ large and small client accounts in a dual role of Client Support and Account Management.
- Managed 12+ API integrations. Solved 500+ JIRA support cases.
- Assisted sales resulting in USD 50k+ in upsells.
- Managed the complete development lifecycle of global maritime maps and ship routes used by every client. Updated html code repository in GitLab, wrote user stories, conducted interviews, performed competitive market analysis, released new functionality daily independently of engineering.
- Led cross-functional teams through a strategic transition, retiring outdated features, and introducing enhancements based on user feedback.

General Assembly

Product Management Certification, 2019

Massachusetts Maritime Academy

Bsc. International Maritime Business

- Completed a 4 year International Maritime Business program in 2.5 years, as a regimented cadet with the highest GPA in the graduating class.
- International Research Competition Award: Corporate Social Responsibility in Maritime Shipping (2016) and Crude Oil Ban: Implications
- Finance and Compliance Intern at the Northern Shipping Funds 2016
- Marketing and Communications Intern at New York Maritime Inc. 2016
- Investments Intern at the Knights of Columbus 2016

Projects

Founder

Sabai Sabai Foods 2023

Consultant

Krabi Contractors 2023

Consultant

Burger & Pizza Ao Nang 2023

Consultant

Tribe Beach Bar 2023

Advisor

Tech Stars Singapore 2019

Volunteer

Boston Product Management Group 2018-2020

Research

Women in Maritime

Tech

Presented at the Global Maritime University, Malmo, Sweden 2019

Corporate Social

Responsibility in Maritime

Shipping

Presented at the Connecticut Maritime Association 2016

Interests

Oil Painting

Travel Blogging

Muay Thai

Creative Writing

Graphic Design

Contact

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