

YANIS NASTOS

Digital Product Expert. Experienced Servant Leader.

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🌐 www.ynas.co

📍 Luxembourg City



LATEST EXPERIENCE

Web Innovation Head

ArcelorMittal Europe, Corp. HQ

📅 01/2017 - Ongoing 📍 Luxembourg City

Global Steel Industry Leader, \$70b Revenue

- Acting as senior PM for digital products in customer services, product quality and marketing
- Key role in digital PMO setup, recommendations for agile product development, data-driven service design, cultural change
- Designed strategy for digital innovation scouting and research

Manager, Digital Banking/TelCo

SapientNitro

📅 09/2015 - 12/2016 📍 London

Global Market-Leading Digital Consultancy

- Led strategic marketing technology programs in telecom and financial services, achieving client satisfaction and +15% contract value

Senior PM (UK) & Digital Marketing Director (SEE)

DDB-Tribal Worldwide

📅 09/2012 - 09/2015 📍 London & Bucharest (2012/13)

Global Market-Leading Communications Group

- Turned around 3 top-priority, projects for key client, improving client satisfaction from 10% to 80% (service surveys)

EDUCATION

MBA, Distinction & Dean's List

Imperial College London

📅 2016 - 2018

- Top Prize for the best final GMBA report in 2018: Voice-of-Customer Dashboarding via AI NLP for data-driven Product Management

BS, Economics

University of Athens

📅 2000 - 2006

THINGS I DO BEST

Managing digital projects & product road-maps



Discovery-conceptualization-prototyping



Writing analysis, reports, essays



Problem solving, consulting skills



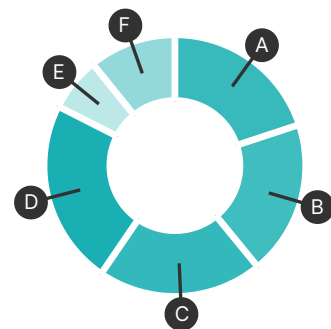
Extracting insights from data



Design thinking & Agile Ways of working



MY WORKING DAY



- A** Learning about customer needs
- B** Innovation scouting and prototyping
- C** Seeking insights from data
- D** Diving deep on product/service design
- E** Helping others grow
- F** Experimenting with AI/NLP