# Victor Salomon

## Chief of Staff | Product & Growth Leader | Strategy & Operations

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## Professional Summary

Chief of Staff and product leader with 7+ years building and scaling products across four industries. Works where product, tech, business, customer support and operations meet, turning customer problems into shipped products and keeping every team moving toward the same goal.

Co-led a product launch across India and 30+ countries that crossed **₹100 Cr in its first month**, nearly doubled onboarding conversion from 8% to 15%, built an organisation from scratch, and launched an AI-driven platform to 1,500+ early adopters. A 0-to-1 builder who works hands-on with AI tools.

## Core Skills

- **Leadership & operations:** CXO partnership, operating cadence and governance design, cross-functional program management, stakeholder management, SOP design, hiring and managing teams
- **Product & growth:** Product strategy and roadmaps, 0-to-1 builds, GTM, pricing and monetization (fee tiers, subscription passes), funnel and lifecycle marketing, referral, affiliate and rewards programs, A/B testing, community growth
- **Data & martech:** SQL, CleverTap, Mixpanel, GA4, Hotjar, SendGrid, ZeptoMail, Linkrunner (attribution and deep linking)
- **AI & technical:** Claude and Claude Code, MCP, RAG, agentic workflows (n8n), Gemini multimodal vision, prompt engineering, API orchestration, Postman, Cursor, Jira, Figma, Sentry

## Professional Experience

### KoinBX (acquired Assetworks AI) | Chief of Staff

Dec 2025 – Present

*Bengaluru | Trading platform with 150K+ verified users and ₹200 Cr monthly volume*

- Built the organization from scratch in a horizontal role: designed the reporting structure across HR, Tech, Marketing, Finance and Customer Support, hired the leaders for HR, Marketing and the Founder's Office who then built their teams, and set up company-wide governance and performance tracking
- Partnered with CXOs to launch KoinBX Futures in India (Aug 2026) and expand to **30+ countries within a month**, crossing **₹100 Cr in trade volume in the first month**; aligned Product, Tech, Business, Operations, Compliance, Finance and Customer Support, including FIU-compliant onboarding for international users
- Designed Futures GTM and monetization: a zero-fee "Futures Pass" whose waitlist drew **1,000+ sign-ups with 30% converting** to paid Pass holders, plus volume-based fee-tier ladders for Spot and Futures to reward high-volume traders
- **Nearly doubled end-to-end onboarding conversion** (signup, KYC, bank verification, deposit, first trade) **from 8% to 15%** by building automated CleverTap push journeys at every drop-off stage
- Turned customer research into strategy: found the Pass was missing experienced futures traders, recommended an acquisition pivot to leadership, and designed a segment-targeted Rewards program for acquisition, Spot-to-Futures conversion and token diversification
- Drove early Futures volume by converting high-volume Spot traders, and ran an outbound win-back program for 700+ churned high-volume traders to capture churn reasons and reintroduce the upgraded product suite

### Assetworks AI | Product Manager

Jan 2025 – Dec 2025

*AI-driven research platform for investors (acquired by KoinBX)*

- Owned the product lifecycle of an AI-driven research platform (market analysis, news and insights), from discovery to launch to **1,500+ early adopters**
- Replaced text-heavy outputs with visual HTML reports, improving user comprehension and decision speed
- Architected a real-time data layer on MCP, delivering insights through API-driven data systems
- Used feedback loops and behavioral analytics to find friction points and balance technical feasibility with user experience in prioritization

**Peersclub** | **Founder** Jan 2024 – Dec 2024

- Built a career-guidance platform 0-to-1, designing onboarding, discovery and engagement journeys
- Built a matching algorithm pairing users on availability, goals and interests
- Designed invitation-based onboarding and scheduling that reduced activation and booking friction; shipped group mentoring and session tracking

**MFine & LifeCell (acquisition)** | **Product Manager** Feb 2021 – Dec 2023

- Owned the digital journey for diagnostic services across booking, sample collection, tracking and report delivery
- **Cut sample-to-report TAT from 48 hours to under 24 hours** by replacing spreadsheet workflows with a Paramedic App and an operations web module
- Architected a geo-fenced slot-mapping system that scaled service delivery across Tier-1 cities and pan-India
- Ran field research shadowing paramedics to find operational friction; shipped within healthcare compliance constraints

**Meesho** | **Senior Marketing Associate (early employee)** Jan 2019 – Oct 2020

- **Improved push-notification conversion by 25%** through data-driven retention campaigns on Mixpanel and CleverTap
- Managed high-impact app surfaces (banners, widgets, themes) and partnered with Product and Design to optimize user flows during hypergrowth

## Projects & Ventures

- **Streaker, fitness and habit tracker:** View on Google Play ↗. Streak-based retention loop; image-based calorie tracking with Gemini multimodal vision; a RAG-powered health assistant for personalized guidance
- **Hey Donna, agentic AI assistant:** View on GitHub ↗. Multi-step task automation built on n8n and Claude agentic workflows, from prototype to deployment

## Education & Certifications

- B.E., MVJ College of Engineering, Bengaluru (2014–2018)
- NextLeap PM Fellowship (Top Fellow); Product Analytics (Product School); Generative AI (Google); Mixpanel Product Analytics
- Pursuing PMP certification
- Languages: English, Hindi, Kannada, Tamil, Telugu