

Karlis Nudiens

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EXPERIENCE

Strategy and Operations Manager

September 2022 - Now

GloPros – AI empowered recruitment platform | Amsterdam, The Netherlands

Working with founders and management to drive strategic initiatives across product, sales, and operations in a high-growth startup environment. Identifying high-impact opportunities, structuring ambiguous problems and leading the execution.

Example projects:

- Worked with external consultants and founders on market expansion planning (FR, GER, USA), ICP definition, and sales process optimization. Which has resulted in a new Paris office, induction in the prestigious startup program StationF+LeLabRh, GER expansion resulted in new major clients that are expected to grow to around 20% of total revenue in 1-2 years.
 - Led primary research for expansion markets and conducted 30+ interviews with recruitment industry leaders (10'000+ FTE CHRO & similar) across 5 EU countries to validate demand, map competitive landscapes, and surface buyer insights
- Designed and implemented operational processes to improve scalability across sales workflows. Such as automated outreach campaigns via AI tools that reduced manual operational steps by more than 30%, freeing ~40 hours/week across the sales team. Onboarding, and internal systems workflow optimizations via custom software - introducing and implementing cross teams client success platforms (Hubspot, Zendesk).
- Scoped and led delivery of an AI-powered recruiter extension, enabling one-click candidate capture from any website (mostly LinkedIn) into our platform; eliminating > 10 hours/week of manual work per FTE.
- Built a deep understanding of the product and user journey, using data (GA4, Mixpanel) and qualitative insights to inform decisions and anticipate future needs. Like conducting 20+ user interviews that surfaced issue in one of profile setup phases, leading to a redesigned onboarding flow that lowered operational steps for the team by 25%.
- Building AI-powered automations for the whole contracting process from data collection, entry up until contract generation that near-eliminated manual work in the contracts department.
- Developed operational dashboards in Looker tracking recruiter close rates and pipeline metrics, financial dashboards in Exact Online for investor reporting, and prepared strategic analyses and presentations used in leadership prioritisation and investor pitches, preparations.
- Arranged and led cross-functional teams spanning all departments, owning initiatives as wide as conversion rate optimisation and sign-up flow improvements and localised campaign rollouts, while directly managing and mentoring multiple interns

Intern – Strategy Consulting

May 2022 – Sept 2022

PwC NL | Rotterdam, Netherlands

- Supported senior consultants on client engagements across differing industries, conducting structured analyses to diagnose operational and commercial challenges and translating findings into executive-ready presentations
- Built financial models and market sizing frameworks to quantify opportunity impact and support evidence-backed recommendations to client leadership

EDUCATION

Rotterdam school of Management RSM (Honours) | Masters in Management of Innovation (MSc) 2022 – July 2023

- A master's in management program with a strong focus on innovation and technology. Subjects like the organization of innovation, Design thinking, Strategy execution and implementation, and many more. Thesis grade 8.5/10.
- The courses main objective is to help grasp the process of innovating and how it can be used to create and capture value through business strategy.
- Active member of Rotterdam Consulting Club, Eastern European Association, and financial study association.
- Rated the best Innovation course by FT 2023, QS top 5 in the world. Top 10 Business school in the world

Erasmus School of Economics (EUR) | International Bachelor of Economics and Business Economics (BSc) 2019 - July 2022

- Rigorous program, with a focus on international economics, business economics, and financial management
- Gained a comprehensive understanding of macro- and micro-economic principles, international trade, and financial markets. Acquired knowledge of financial instruments, investment strategies, risk management techniques and more
- Highly proficient in Microsoft Excel, SPSS, Stata and some experience in R and python.
- Major: Strategy Economics. Thesis: Business entry policy evaluation using synthetic control method in combination with Difference in Difference 8/10 Top 20 Economics school in the World

PROJECTS / OTHER

Innovation consultant for Signify (ex-Phillips lighting) | Rotterdam/ Eindhoven Sep. 2022 – June 2023

- Rotterdam School of Management Honours program called the Innovation Clinic.
- Task: Develop an innovation strategy for Signify (ex-Phillips lighting). With respect to their generative AI abilities and possible uses in the future. Specifically in the smart home product lines.
- Communication with the corporate sponsor, strategy development, teamwork. Technology management, growth planning, and market research. Additional lectures, plenary sessions and in-house days with the company.

Consultant for Bol.com | Rotterdam/ Utrecht Jan. 2022 – March 2023

- Project within the Rotterdam Consulting Club, that allows to solve real problems for the biggest e-commerce platform in the Netherlands Bol.com
- Problems include increasing operational efficiency within their repair segment, understanding the lack of adoption for repairs from consumers, and preparing an outlook for the repair industry.
- Communication with the client, market exploration, sustainability research, implementation/go-to-market planning, market sizing, trend analysis, strategic planning and more.

Innovation Consultant for Rabobank (Acorn) | Rotterdam/ Utrecht Jan. 2022 – March 2023

- Project within the course New Business Development in which go to market strategy for one of their new products was developed.
- Communication with the client, market exploration, sustainability research, and more.

Active member - NLJA – Dutch Latvian Youth Organization | All around the Netherlands. March 2022 – Dec 2024

- A youth-orientated organization that organizes Latvian students, young professionals, and other young people into social, formal, and educational events. **Languages:** Latvian C2; English C2; Russian B1; Dutch – A2