

# ilyan kovatchev

innovator

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## Profile

I am a digital innovator who thrives at applying technology to business and life challenges. I have built and successfully exited a 60+ people, 4 countries, full-service digital agency that implemented innovative digitally driven strategies for clients like Unilever, Danone, Carlsberg etc. My passion is in being the first to explore the new opportunities. That started with me building the first ISP and first website in my home country and continued with me working on projects that include AR/AI/IoT aimed at creating disruptive new services

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## Skills

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**Business Model Innovation:** I have used technology in designing innovative business models by creatively combining diverse resources from available services and data sources to achieve faster and cheaper execution.

**Product/Service Design, UX+UI:** As part of my services design mindset I look to design and combine branding and human centric design on every aspect of the user journey throughout all physical and digital touch points to achieve maximum conversion and ease of use.

*Portfolio:* <https://goo.gl/A4qmiA>

**Digital Marketing/Engagement Strategy:** I am always looking for new opportunities opening up with new technology and social trends to allow maximum impact of marketing. Having access to the latest innovative digital strategies for large FMCG brands I have developed multiple real world implementations on the latest trends.

**Emerging Technologies: IoT** - as an IOT expert I have deep knowledge of the fundamental technologies driving IOT and the key players that are shaping the future of this emerging industry.

**Developing use cases for VR/AR** - as a relatively recent focus of my work I focus on using AR/VR technology to figure out real life use cases for the Fintech sector. I am immersed in the challenge of utilising the capabilities that this technology gives to enrich human experiences and enable productivity.

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## Achievements

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### **Increased 2.5x the election results of LibDems in 2017 national elections in Kensington with advanced digital targeting**

Led the digital campaign for the Liberal Democrats 2017 national elections. Utilised deep profiling and audience saturation to achieve almost triple their previous elections results and unseating a traditionally Tory seat..

LONDON: 2011-2013

### **Leading the creation a core digital asset that were a significant value driver of a multi-million acquisition**

Led the UX reinvention of many sites of isango.com leading them to become the leader in e-commerce tourist activity site and consequently sold to TUI.

LONDON: 2011-2013

### **Startup support programme with London Business School**

Led a startup support programme with London Business School supporting 7 startups in their initial UX development and marketing strategy building including WorldRemit.com a £100m+ startup in 5 years of launching.

LONDON: 2009-2014

### **The highest sales growth for Danone Activia in Europe**

Achieved the biggest double digit turnaround for Danone Activia in Europe achieved through an integrated multichannel campaign designed by my agency.

SOFIA-BUCHAREST: 2012

### **Developed the fastest growing social media community for Kraft Foods' Milka Brand through behaviour driven digital engagement campaign**

Achieved the biggest double digit turnaround for Danone Activia in Europe achieved through an integrated multichannel campaign designed by my agency.

SOFIA: 2010

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## Work Experience

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### **Innovator At Large / Degree**

AUGUST 2016 - NOW, LONDON

Continuing the general interest in innovation and rapid deployment of projects to test viability and impact I mobilize diverse resources to deliver projects with digital interface or underpinning. Examples include:

» In 30 days mobilizing developers, creating brand identity and UI and deploying a functional MVP platform for finding synergies in the philanthropic sector ([www.blueprints.org](http://www.blueprints.org); <https://marvelapp.com/j7h297>)

» Rapid prototyping of a mobile and desktop experience for an ed-tech company in the financial sector aiming to prepare the general public to engaging with the financial industry (Examples: <https://marvelapp.com/15de6b2>; <https://marvelapp.com/1ch58b6>; <https://marvelapp.com/242if3b>) Ran hyper targeted initial traction campaign.

- » Prepared for launch the first early-adopters network in Europe and currently testing the business fundamentals - [www.avantgadget.io](http://www.avantgadget.io)
- » Led the digital campaign for the LibDems for the parliamentary elections in Kensington 2017. Handled all digital infrastructure build and digital assets creation for the campaign. Applied advanced targeting techniques to growth hack the campaign to treble the results from previous elections and unseat a 100 year old Tory stronghold for the first time.

### **Founder and Managing Director / Ilyan.com**

2014 - JULY 2016, SOFIA-BUCHAREST-LONDON

Developed the agency into **one of the largest full service digital marketing agencies in SEE operating in 4 countries**. Leading 3 business model transformations to capitalize on the technologies disrupting the advertising business. Led to successful **exit in July 2016**.

- » Grown the agency in 5 years into a **4 country operation with 60+ staff serving top multinationals in the FMCG space** (Nestle, Danone, Mondelez, Carlsberg, ChupaChups, Bacardi & Martini, Tefal)
- » Created the **largest social media management team in SEE** with long term engagement of audiences in excess of **2 million users** for our clients
- » **Won 18 industry awards** with globally recognized achievements (see achievements section)
- » **Utilised innovations to reposition the business and achieve leading market position** (first ISP and website in Bulgaria, the first web design company in the country, first full service digital marketing agency)

### **Innovations and Human Experience Director / Opera Ventures**

2005 - NOW, LONDON

Directly responsible for the business model structuring, user experience, services design, visual execution and marketing strategy of different projects of Opera Group, London including all aspects of strategy, message definition and execution oversight. Participated in the concept development and business model design as part of the lead team:

- » Brydg.com - a technology driven peer-to-peer lending platform disrupting the London property financing market. Innovating in **conversational UI, VR portfolio visualisation, AI driven underwriting**.
- » Youmanity.me - the only **API driven philanthropic platform** for cataloguing all UK registered charities and measuring impact
- » Qismat.org - the first sharia compliant lottery in an islamic country. Using a **bollywood engagement and SMS based donation technology**
- » Venturions.com - the **first lifestyle insurance product** for high net worth individuals. Innovating business model and developing a go-to-market strategy
- » Playerati.com - pioneering the world's **first social lottery engine** that in 2005 used social networking as an engine for charitable fundraising