

VALENTIN SIMION

Games Product & Production Leader

Berlin, Germany | simion.valentin@gmail.com | +49 152 03190177 | [linkedin.com/in/valentinsimion](https://www.linkedin.com/in/valentinsimion)

PROFESSIONAL SUMMARY

A two-decade career across technology and digital products, including 10+ years building, launching and operating games, has spanned the full arc of game development and growth: from hands-on software development into product ownership, production and team leadership, then into global launches, LiveOps, monetization, growth, data and experimentation, platform products and portfolio strategy. Brings together creative, product, data and engineering perspectives, combining strong product judgment with technical fluency and data-driven decision making. Skilled at leading products, projects and teams in complex environments, aligning player needs and product direction with data, business priorities and emerging opportunities.

CAREER HIGHLIGHTS

- Led two games to #1 on Facebook Instant Games, scaling one by 8x in user base and 11x in daily game sessions within three months to seven-figure monthly revenue, and another by up to ~7x in daily users while sustaining a k-factor above 1.1, a key virality metric, for several months.
- Launched the first real-time multiplayer FPS on Discord, helping shape and validate new platform capabilities; its success expanded the partnership into a second Discord-exclusive title.
- Drove shifts toward more data-driven product organizations, introducing KPI tracking, telemetry, experimentation and shared analytics capabilities that strengthened product decision making and contributed to measurable improvements in player and business metrics.
- Built and transformed teams from small rapid-response taskforces and specialist teams to cross-functional, multi-team structures involving dozens of contributors, enabling parallel development across live products, new initiatives and portfolio-level priorities.

CORE EXPERTISE

Product Management | Product & Portfolio Strategy | Platform & Ecosystem Products | Product Systems & Flow Design | Game Production | LiveOps | Monetization | Growth Strategy | Retention & Engagement | Product Discovery & Lean Experimentation | Data & Analytics | Cross-functional Leadership | Team Building | Game Design

PROFESSIONAL EXPERIENCE

TYRADS | Apr 2025 - Nov 2025

Senior Product Manager

- Established the product foundations and operating model for a new division, building the cross-functional team from scratch, including hiring and ways of working, to create the structure for effective product delivery.
- Defined and led the integration of remote feature flagging and A/B testing infrastructure, enabling controlled releases and product experimentation while coordinating delivery across internal teams, external partners and third-party providers.

ALMEDIA | Jul 2024 - Apr 2025

Senior Product Manager, Freecash

- Reversed declining user-rating trends through new feedback and review flows, helping raise Freecash's Trustpilot rating to 4.7, increase daily review volume by nearly 5x and lift its US Google Play rating to 4.3.
- Designed and launched a new acquisition flow that became a reliable, consistent source of new-user growth.
- Built lifecycle communication and notification capabilities with split testing and tracking, creating a stronger experimentation layer for re-engagement and returning-user LTV optimization.

FRVR | Jul 2022 - Jun 2024

Lead Product Manager, Krunker Franchise (Feb 2024 - Jun 2024)

- Owned product direction across three titles at different stages of maturity, defining forecasts, targets and priorities across the franchise while aligning individual products with company objectives and market opportunities.
- Managed portfolio-level trade-offs across LiveOps, ongoing development and new product initiatives, balancing resources and scaling team capacity to support multiple projects in parallel.
- Oversaw delivery against contractual milestones and reported directly to the CEO on franchise strategy, investment priorities and execution.

Senior Product Manager, Krunker Strike FRVR (Sep 2023 - Jan 2024)

- Owned end-to-end product development and global launch of Krunker Strike FRVR, combining product management, production and game design to bring the first real-time multiplayer FPS to Discord.
- Worked closely with Discord to shape and validate platform capabilities required for real-time multiplayer gaming; the product's success expanded the partnership into a second Discord-exclusive Krunker title.
- Refined product KPIs with the Data team and led a rapid-response task force through critical post-launch challenges, helping stabilize the product and maintain delivery momentum.

Production Lead (Jul 2022 - Sep 2023)

- Led and developed Game and Technical Producers across FRVR's portfolio, overseeing production across live games and new initiatives while strengthening LiveOps, data-driven growth and portfolio management capabilities.

- Built LiveOps capabilities from scratch, introducing remote configuration and control, while embedding k-factor, kLTV and stronger product metrics into game development and growth decisions.
- Played a major role in scaling Basketball FRVR from approximately 400K to 2-3M daily users, sustaining strong virality for several months and reaching #1 on Facebook Instant Games.
- Created a quarterly portfolio evaluation process that gave leadership and game teams a clearer framework for prioritization and investment decisions.

SOFTGAMES - MOBILE ENTERTAINMENT SERVICES GMBH | Dec 2018 - Jun 2022

Senior Game Producer, Taskforce (Apr 2020 - Jun 2022)

- Built and led a rapid-response production taskforce supporting a portfolio of 10-20 Facebook Instant Games titles, establishing a fast, flexible setup for time-sensitive platform opportunities across multiple live products.
- Ran rapid experimentation and continuous delivery with new and beta platform capabilities, using results to identify growth opportunities worth scaling into individual games and the wider portfolio.

Product Owner, Studio Business Services (Oct 2019 - Jun 2022)

- Built and led Studio Business Services, a shared platform product team responsible for backend, data, analytics, internal tooling and common capabilities used across the game portfolio.
- Built the company's Data Warehouse and analytics capabilities, enabling product teams for the first time to create custom reporting and decision-support tools including churn analysis, game economy insights and automated KPI reporting.
- Defined and delivered a centralized cross-promotion platform used across the portfolio to support new game launches, grow existing titles and improve acquisition and engagement metrics.
- Led development of shared backend and reliability capabilities, including monitoring and alerting and a self-scaling, self-healing notification platform whose DevOps patterns were later adopted across other studio projects.
- Drove migration of legacy infrastructure to Infrastructure as Code, exposing project-level costs and identifying optimization opportunities that reduced operating costs by more than 80% while improving scalability and operational resilience.

Senior Game Producer, Bubble Shooter Pro (Apr 2021 - Dec 2021)

- Translated successful Taskforce experiments into a focused product and growth strategy for Bubble Shooter Pro, owning the roadmap and contributing extensively to game design, feature logic and core player flows.
- Scaled the game by 8x in user base and 11x in daily game sessions within three months; grew it to seven-figure monthly revenue and #1 on Facebook Instant Games in 2021, surpassing previous company records across major product and business KPIs.

Senior Game Producer, Cookie Crush (Dec 2018 - Sep 2019)

- Led SOFTGAMES' flagship Facebook Instant Games title with a cross-functional team of 9-14 specialists, driving continuous development and introducing the game's first LiveOps events.
- Designed and iterated virality, re-engagement and monetization systems across ads, IAP, conversion flows and promotional events to improve organic acquisition, retention and engagement while expanding revenue opportunities.
- Helped establish a stronger data-driven product culture by introducing A/B testing, expanding KPI visibility and product/economy reporting, and introducing user testing to combine quantitative data with direct player insight.

MAVENHUT GAMES | Mar 2014 - Jul 2018

Product Owner / Scrum Master (Aug 2015 - Jul 2018)

- Progressed from hands-on game development into product ownership, leading product direction and delivery across multiple social and Instant Games while combining product management, game design, growth, monetization and Agile team leadership.
- Defined product goals, roadmaps and priorities and designed gameplay flows, user interactions and feature mechanics, using product data and performance insights to guide feature, growth and monetization decisions.
- Led cross-functional development from planning through release and live operation, shipping multiple Facebook titles including Best Solitaire, Solitaire Challenge, Solitaire Live and Bingo.

Game Developer (Mar 2014 - Aug 2015)

- Developed and maintained live Facebook games across backend, frontend, databases and data systems, including REST APIs and external platform integrations, with a strong focus on performance, scalability and reliability.
- Built deployment and production-management tools and internal tools for Producers and QA, transforming large volumes of game data into reports and automated exports used for operational and product decisions.
- Grew beyond implementation into a technical adviser to product and production teams, contributing to architectural choices and product direction and helping establish the bridge into my subsequent Product Owner role.

OTHER NOTABLE EXPERIENCE

Arnia Software | Project Manager / Scrum Master (Aug 2018 - Nov 2018)

- Led the kick-off and delivery setup of a mobile video-creation product for a major international toy brand, defining the roadmap and Agile delivery framework and leading a multinational cross-functional team of 15+ against a fixed launch deadline tied to a high-profile movie release.

Tomorrow Interactive | Co-Founder & Chief Executive Officer (Nov 2012 - Feb 2014)

- Co-founded and operated a digital development company that delivered 30+ projects in approximately 18 months, directly managing around half while combining business development, client acquisition and partnerships with end-to-end project and delivery leadership.

Advanced Ideas | Programming Team Leader & Project Manager (Oct 2007 - Oct 2012)

- Combined hands-on software development with technical team and project leadership across web applications and third-party integrations, defining technical approaches, estimates and resource needs while coordinating programming and design teams, agency partners and clients.

School Inspectorate of Bucharest | IT Systems & Data Analyst (Feb 2006 - Sep 2007)

High Schools in Bucharest & Ilfov | Computer Science Teacher (2003 - 2006)

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Management Information Systems | Romanian-American University | 2007 - 2010

Communication & Journalism | Spiru Haret University | 2003 - 2007

Certified Scrum Product Owner® (CSPO) | Scrum Alliance | 2015

LANGUAGES | Romanian - Native | English - Full Professional Proficiency