

Alexander Dergunov

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CREDENTIALS (WES-AUTHENTICATED)

Diploma of Specialist, Mechanical Engineering (5-year programme)	Moscow Aviation Institute, Russia, 1993	Bachelor's and master's degree
Kandidat Nauk (Candidate of Science), Economics	Russian G.V. Plekhanov Academy of Economics, Russia, 2001	Earned doctorate (Ph.D.)
Master of Business Administration, Management	University of London — Imperial College of Science, Technology and Medicine, United Kingdom, 2005	Master's degree

CAREER HISTORY

2026–	Founder / Inventor, Glove Platform US provisional patent 64/138,972 filed 2026-08-22. Financing phase.
2026–	Registered Manual Osteopath, ALX Massage & Bodywork Ottawa. SCMMAC membership 158806-26.
2019–2026	Founder / Digital Growth Lead, Löyly Spa Ottawa. Full P&L responsibility — acquisition, pricing, operations, revenue optimisation.
2008–2019	Founder / Digital Growth Lead Goldenville Resort · Hot Rock Spa · Strathmere Wellness Club, Ontario.
2003–2008	Digital Marketing / SEO / PPC Self-employed. Continuous paid search from February 2011 onward.
2003–2005	MBA, Management — Imperial College / University of London
2001–2003	Inventor — information-input devices Four Russian utility models; Mérite de l'Invention, Brussels 2003.
1998–2001	Doctoral research, Economics — Plekhanov Academy of Economics
1985–1993	Engineering education — Moscow Aviation Institute Aerospace / mechanical engineering.

VERIFIED DIGITAL-GROWTH EVIDENCE

Continuous paid-search experience since February 2011 (evidenced by the earliest surviving campaign export). Nine-month Square gross sales \$240,386.30; six-month Meta spend CAD \$23,881.76 — same business, overlapping period.

SKILLS

Academic: Mathematics, Statistics, Econometrics, Management accounting, Financial analysis, Cost modelling, Pricing theory, Optimisation methods, Business modelling, Economic analysis.

Applied: Conversion-rate optimisation, Funnel design and optimisation, Pricing strategy, Offer creation, AOV growth, Upsell / cross-sell, Performance marketing, Paid acquisition (Google Ads, Meta Ads), PPC management, Campaign

optimisation and scaling, Landing-page optimisation, A/B testing, Customer-journey optimisation, User-behaviour analysis, Marketing analytics, GA4, Practical attribution analysis, SEO and keyword strategy, Demand generation, Lead-gen funnels, Revenue optimisation, Growth strategy.

Emerging: Patent landscaping and prior-art analysis (~250 documents reviewed), Invention disclosure drafting, IP portfolio strategy, Non-dilutive funding navigation (ElevateIP, IRAP), AI-agent system design, Multi-entity portfolio governance, Technical translation between engineering and business domains.

Languages: English, Russian.