Giannis Zaoudis has been the founder and Chief Technology Officer of Pollfish, a USA based Market Research Company distributing surveys to over 800M consumers worldwide. Main priority was the development and alignment of the product with the company's goals and values. Responsibilities included the overall product team management as well as defining the product vision and along with it product roadmaps, product release plans and more. His approach is customer driven, creating customer personas and understanding the real needs of the customer and his core competency is that he combines tech and product skills in order to create the best product for the customer.

Furthermore Giannis worked with multiple Venture Capital firms across USA & Europe advising and overseeing acquisitions of SaaS companies. He served as Executive in Residence both as Managing Director and as Head of Product in multiple of those SaaS companies with the goal to boost growth, lead biz dev, operations, marketing and product.

His work has been published in multiple journals and he has been presenting his academic research regarding efficient video transmission over wireless networks in conferences around the world. Additional research he conducted with Pollfish, Microsoft, Stanford and Columbia regarding efficient survey sampling has been presented in multiple conferences and well known universities like MIT.

Currently he sits on advisory boards in multiple companies and he is exploring the human resources and human capital management space with the eyes of an engineer, focused on product strategy to solve real problems for Kariera's core customers.