

Andranik Aslanyan

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PROFESSIONAL SUMMARY

Executive product and growth leader with **15+ years** across consumer, government, entertainment, and digital advertising. A rare leader who pairs C-level product strategy with deep technical fluency. Founded **Code Headquarters**, a software and game development consultancy that shipped consumer titles, federal government applications (WWI Memorial AR Guide), and major-IP entertainment products (SlimeZone for Nickelodeon). Founded **OBSKUR** which made a Unreal-based software + hardware product line with in-stream ads - acquired in 8 months; parent later NASDAQ IPO. Scaled HTC VIVERSE from 10K to 2M MAU in 16 months through a multi-channel GTM program, including paid Demand Gen on Google Ads and Meta Ads. Has shipped products globally, with a current team distributed across the US, Canada, Australia, Taiwan, and Venezuela. Currently the Board President of a \$9M/yr budget, 863-unit HOA in LA where a multi-year turnaround moved reserves from high-risk to medium-risk for the first time in a decade. Partners with sales executives, CEO/VP staff, and Board-level audiences on go-to-market, sales launch, and large-scale operational improvement programs. Forbes Business Development Council member.

CORE COMPETENCIES

- Product Strategy
- Software Development
- Go-To-Market & Sales Launch Programs
- Executive Consulting (CEO / VP / Board)
- Cross-Functional Team Building
- Cross-Functional Consensus Building
- Large-Scale Operational Improvement
- Headcount Planning & Sales Cadence
- Portfolio Management & Escalations
- Demand Gen & Paid Acquisition
- Consumer & Entertainment P&L
- High-Performing Team Leadership

WORK EXPERIENCE

HTC

2024-Present

Head of Growth, VIVERSE - Remote

- Partner with sales and executive leadership on quarterly business plans and go-to-market strategy for the VIVERSE consumer platform; **scaled MAU from 10K to 2M in 16 months** through a full GTM program spanning PR, social media, influencers, SEO, developer relations, launch events, and partnerships.
- Drove a product and team turnaround at VIVERSE:** unblocked a fragmented product, reorganized siloed teams, and moved shipping cadence from **every 2-3 months to every 1-2 weeks** while quality improved and product-market fit followed.
- Own VIVERSE growth strategy end-to-end:** set direction, drive team execution, and synthesize plans, status, and cross-functional needs into bi-weekly alignment with the CEO and VP staff plus quarterly product-line reviews to the Board of Directors.
- Built and lead a **globally distributed GTM team across the US, Canada, Australia, Taiwan, and Venezuela**, supporting a platform launched across the US, EU, and Asia; disciplines span developer relations, social media, influencers, frontend engineering, copywriting, SEO, PR, launch events, and partnerships.
- Own the paid Demand Gen program: **Google Ads (Search, YouTube, Display, Performance Max) and Meta Ads (Facebook, Instagram, Reels)** - creative testing, audience segmentation, CAC and full-funnel optimization.

Cabrini Villas HOA

2024-Present

President, Board of Directors - Los Angeles, CA

- Elected President of one of LA's largest HOAs: **863 units, 77 acres, \$9M annual operating budget**; won the seat through a door-to-door campaign.
- Structured and led a large-scale operational improvement initiative through implementation:** restructured a stalled \$35M reroofing program down to **\$8M, fully reserve-funded**, avoiding a special assessment on residents.
- Identified and resolved systemic budget issues: moved the association from **low-reserve / high-risk status to medium-reserve / medium-risk status - first time in 10 years** - without significant fee increases.
- Cut underperforming vendor contracts and in-housed core services such as landscaping, delivering **~75% savings** on those line items.

Movella (NASDAQ: MVLA)

2022-2024

Director, OBSKUR Product Line - Remote

- **Ran the full post-acquisition sales launch process:** planning, sales activation, headcount planning, objective setting, cadence, portfolio management, and escalations - shipped the product line in 12 months from acquisition close to general availability.
- Shipped a full **software + hardware** product line; owned the in-stream ads feature and built the **dedicated ad sales system** that monetized the OBSKUR broadcasting platform.
- Scaled the team from 15 to 40 across engineering, design, marketing, partnerships, and ad sales; led performance and operational priorities for every function.
- Forged commercial partnerships with Twitch and StretchSense; secured launch coverage on FOX News, TechCrunch, and IGN as earned media.

OBSKUR INC (acquired by Movella)

2021

Founder & CEO - Remote

- Built the company end-to-end: vision, structure, initial product prototype, and founding team for the first broadcasting software built on Unreal Engine 5.
- Closed seed funding and a strategic acquisition by Movella in **8 months from incorporation**; the parent company later IPO'd on NASDAQ.

Code Headquarters LLC

2014-2021

Managing Director & CEO - Burbank, CA

- Owned full consumer P&L for a multi-title game publisher: **portfolio management**, pricing, store operations, regional release sequencing, and platform partner relationships across PC, Xbox, PlayStation, and Switch.
- Ran cross-platform user acquisition for game launches through **Google Ads (Search, YouTube) and Meta Ads (Facebook, Instagram)** - creative testing, audience segmentation, and bid optimization.
- Contracted by Nickelodeon to commercialize **SlimeZone**, the first Nickelodeon multiplayer VR game (SpongeBob, Fairly OddParents, Rugrats, and other major IPs); shipped and launched at IMAX VR Centers.
- Designed and shipped four titles; **self-published The Mean Greens to 1.5M+ units sold** across four platforms.

Virtual Basement

2013-2021

Technology Consultant - Remote

- **Independent management consulting practice (8+ years)** advising game studios and entertainment clients on business strategy, GTM, product development, and Unreal Engine technical architecture.
- Notable engagements: **Snail Games** (ARK: Survival Evolved, Outlaws of the Old West), **Blue Isle Studios**, **Wrestling Code** - shipped consumer titles across PC and console.
- Bridged executive-level business decisions with engineering execution - translated product strategy into technical roadmaps, shipping plans, and production pipelines for studio leadership.
- Advised on cross-platform commercial launches (Steam, Xbox, PlayStation), pricing, and storefront positioning; supported go-to-market through technical due diligence and post-launch live ops planning.

Nickelodeon Animation

2015-2020

Senior Consultant - Burbank, CA

- Built the prototype for **SlimeZone**, the first Nickelodeon multiplayer VR game featuring SpongeBob SquarePants, Fairly OddParents, Rugrats, and other major IPs.
- Built real-time animation pipelines in Unreal Engine; cut production costs and shortened delivery cycles for consumer-entertainment IP.
- Established live motion capture workflows using **XSens and Optitrack** hardware, enabling real-time character animation capture across VR and broadcast use cases.
- Delivered additional VR games and interactive experiences across the Nickelodeon catalog; advised internal animation leadership on real-time rendering adoption to drive down per-episode production costs.

SELECTED PROJECTS

VIVERSE CONSUMER PLATFORM

Web content distribution platform - games, video, and apps in one place. Led GTM and Demand Gen from 10K to 2M MAU.

OBSKUR SOFTWARE + HARDWARE / ADS

First broadcasting software built on Unreal Engine 5, with in-stream ads platform and dedicated ad sales system. Founded, scaled, and sold to Movella (NASDAQ: MVLA) within 12 months.

Cabrini Villas HOA Turnaround \$9M P&L OPERATIONAL IMPROVEMENT

Reroofing program redesign (\$35M -> \$8M, reserve-funded), operating budget rebalance, and reserve risk reclassification (high-risk -> medium-risk for the first time in 10 years) for an 863-unit, 77-acre community.

SlimeZone MAJOR IP / VR

First Nickelodeon multiplayer VR game (SpongeBob, Fairly OddParents, Rugrats). Prototype at Nickelodeon Animation, commercialized through Code Headquarters, launched at IMAX VR Centers.

EDUCATION

Executive MBA - UCLA Anderson 2024

BS Media Technology - Woodbury University 2016

BS Video Game Art - Woodbury University 2016

RECOGNITION

Member - Forbes Business Development Council

SKILLS

Business & GTM: Strategic Planning, P&L Ownership, Sales Launch Operations, Salesforce, Portfolio Management, Headcount Planning, Vendor Management, Partnerships, Contracts

Ad Tech & Paid Acquisition: Google Ads (Search, YouTube, Display, Performance Max), Meta Ads (Facebook, Instagram, Reels), Demand Gen, In-stream Ad Products, Ad Sales Systems, Monetization Strategy

Growth & Marketing: PostHog, Semrush, SEO, Social Media, PR, Community Building, Performance Analytics

Boards & Governance: Public-company board reporting, HOA / non-profit board governance, CEO/VP cadences

Product: Product Strategy, Discovery, Roadmapping, Stakeholder Alignment, Cross-Functional Leadership

Technical: Unreal Engine, Python, JavaScript, TypeScript, SQL, HTML/CSS, C/C++, C#, Docker, PostgreSQL, AWS

AI/ML: Hugging Face, LangChain, n8n