

Contact

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www.linkedin.com/in/knovitski
(LinkedIn)
www.cashongo.co.uk (Company)
www.peachy.co.uk (Company)

Top Skills

Start-ups
Business Strategy
Product Development

Languages

English (Native or Bilingual)
Estonian (Native or Bilingual)
Russian (Professional Working)

Honors-Awards

Speaker - Alternative Lending
Conference
Shortlisted - Responsible Lender of
the Year Award 2013
Shortlisted - Alternative Lender of
the Year Award
Best Use Of Technology Award
Finalist 2013
Best Use of Technology - Creditor
2014 Finalist

Publications

Y-Generation
Making a Success of the UK Loans
Market
KN takes Peachy to £11M revenue
in two years using the 3E's
A whirlwind of new ideas for the
industry
Hot Topics - Will regulation changes
end up in market consolidation.

Kristjan Novitski

CEO Cash On Go Ltd
United Kingdom

Summary

Kristjan is best known as the founder of Cash On Go Ltd. His expertise reaches from Big Data modeling to BlockChain, from retail to financial services. He has been the founder and advisor for several businesses in e-commerce, commodity trading, energy and financial services.

Kristjan has a degree in Product Development from Tallinn University of Technology. He is an experienced adventurer, waterman, environmental activist, conference speaker and writer. He is 3 times national champion, winner of survival challenge "The Escape" and the first person to cross the Gulf of Finland on a SUP board.

Experience

Cash On Go Ltd
Chief Executive Officer
July 2010 - Present
London, United Kingdom

Cash On Go Ltd launched Peachy.co.uk in 2011. Peachy is unique for its mobile focus and most flexible product on the market. Being the heart and soul behind this business from the very beginning to employing more than 70 people from 10 different nationalities and having the most advanced in-house technological solutions on the market. In February 2016, Cash On Go Ltd was amongst the first high-cost short-term lenders in the UK to get full permission authorisation from the Financial Conduct Authority. Cash On Go Ltd has its head office in Manchester UK and back office in Tallinn, Estonia.

NordCoin Mining
Advisor/Partner
April 2018 - September 2018 (6 months)
Estonia

NordCoin Mining is providing a scalable, cost-efficient and reliable mining concept for the BlockChain.

SOCAR Trading S.A.

Advisor-Digital Transformation

July 2017 - December 2017 (6 months)

Tallinn, Estonia

Advising one of the leading commodity traders in the World on digital transformation and setting up a remote technology, IT and support centre.

EveryPay

Co Founder

May 2012 - November 2016 (4 years 7 months)

One of the initial founders of the most innovative and customer oriented payment service provider in the World. The first payment service provider to offer next hour settlements for online merchants. Has head office in Tallinn, Estonia and development office in Ho Chi Minh City, Vietnam.

Beneficial Apps

Co-Founder

January 2012 - October 2014 (2 years 10 months)

Tallinn

A company building sports and fitness persona trainer apps for iOS and Android platforms. Our 30+ apps were built in 12 languages and several reached top 10 positions in it's category when launched. Made an exit end of 2014.

Superego

Co-Founder

March 2007 - July 2010 (3 years 5 months)

A company that was behind the best design, marketing and online application solutions as Cannedapps.com . Customers included Volvo, Koenigsegg and Saab. Has now evolved to High Mobility GmbH.

TxtLoan Limited / Myjar.com

COO/Co-founder

June 2008 - April 2009 (11 months)

The first company to launch SMS text-message interface for providing credit in UK market. I was behind the development of the business model, product and technological solutions from the very beginning to the booming.

KG Knutsson AB

Baltic States Manager - Accessories

December 2004 - August 2008 (3 years 9 months)

Representing world-famous automotive accessory brands in The Baltic States and working for the leading car After Market supplier in Scandinavia. Being a leader in the transformation of a wholesale company to a full-service retail and workshop provider in 3 Baltic State countries.

Toyota Baltics

After Sales Specialist

September 2000 - November 2004 (4 years 3 months)

Tallinn

Responsible for product trainings and technical information.

Education

Tallinn University of Technology

BSC-Engineering, Product development (Automotive Engineering) · (2002 - 2008)

Tallinn School no 21

College · (1992 - 2004)