



Vladimir Okhotnikov

Founder, owner, and CEO of Holiverse (Dubai, OAE)

Postdoctoral Fellow, Memorial Sloan Kettering Cancer Center (NYC)

General management, startup management, crypto & blockchain technologies, investor relations, financial management, marketing, creative industries.

I am a professional with extensive experience in founding and managing large-scale projects in the field of fintech, crypto & blockchain, trading, manufacturing and service.

I have unique experience in founding and managing large corporations with diversified businesses. I see my mission as creating a business that makes all participants - shareholders, investors, employees and customers - successful. In business, I consider the importance of environmental protection, health care and responsibility.

March, 27 1978

Personal brand: LADO

Sponsorship

I support projects related to sport and healthy living. My company Holiverse is a sponsor of the basketball club Partizan, one of the world's leaders of the basketball 3x3 league.



Experiences:

2024 – present

Holiverse (Dubai, UAE)

Founder, owner and CEO

Company integrating all the businesses of Meta Force and fully guaranteeing rights and obligations to users.

The company is developing a unique metaverse Holiverse based on advanced blockchain technologies and expanding business into new fields.

2022-Sep 2024

Meta Force (Dubai, UAE)

Founder, owner and CEO.

Decentralized finance (DeFi) company, international business platform and core company for diversified businesses.

- In 2022, I founded the Meta Force company which is a digital business platform based on the Polygon blockchain. The platform allowed users to develop their own business projects. In two years, the number of users of the platform exceeded 2 million.
- In September 2023, the platform began the transformation into a fully-fledged metaverse.
- In September 2024, the metaverse was opened for testing by users.
- In parallel with the development of the metaverse, new businesses were opened:
- Creative projects - production of creative and media products: comics, cartoons, movies and serials
- Tea plantation - cultivation, production and sale of high-quality tea
- Cosmetics production - construction and launch of an organic cosmetics factory in Kazakhstan. Production and trading of cosmetics.
- Restaurant business - opening of a restaurant in Kazakhstan, which has become one of the most popular restaurants in Almaty
- Due to the growth and expansion of business, as well as the emergence of new IT technologies, it was necessary to change the structure of the company's management. I have decided to restructure the business. Holiverse (Dubai, UAE) was created as the full successor to Meta Force.

2020-2021

I devoted myself to developing a marketing plan,

programming software including smart contracts, and preparing for the new business launch.

2010-2020

Distribution projects with international companies 4Life, Talk Fusion, Vie Science, Galaxy Mate

Partner & Regional representative.

Distribution of consumer goods, software, tea, mate.

I was promoting brands and products in the local market and was responsible for reputation management, business development, and entering new markets.

2003-2010

Consulting

Private tea and mate expert consulting restaurants, clubs, and trading companies.

2001-2010

Tiens Group

Regional director

Large international cosmetics production & distribution company.

I was responsible for administering the local office, business development, PR and GR, key customer relations.