MICHAL **LISSAUER**

Technical Product Leader | G2M | Product Roadmap | MVP | VoC | AI | Data Analysis | Entrepreneur | B2B | B2C | Social Technology

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Summary

- Technical Product Leader with 15+ years of experience, including MVP development, Go-to-Market strategy design, and roadmap planning.
- **Managed 10+ B2B and B2C products** throughout career, including a B2C online wellness product for women that impacts ~10K monthly customers within just 2 years, and a B2C customer portal product for the largest insurance company in Israel, serving Millions of Customers.
- Founded 2 companies as the Head of Product with a successful MVP and a thriving subscription-based B2C online wellness product.

Experience

Founder, Head of Product   **04/2021 to Current**
Ola Ka Ola   **Los Altos, CA**

Ola Ka Ola is a consumer-focused technology venture designed to enhance women's overall well-being.
Achievements:
- Secured $500K in funding from angel investors on a company valuation of $2M
- Led the company through a strategic shift from a marketplace to a subscription-based model based on quantitative research and analytical methodology, which led to achieving 25% quarterly growth
- Serving 10K monthly subscribers with only 1.7% monthly churn rate

Responsibilities:
- Manage and lead the end-to-end development of 2 B2C wellness products, including a B2C subscription-based online wellness product for women and a unique marketplace wellness product that connects trainers and trainees worldwide. (Developed the B2C online wellness **product MVP** in 3 months through **customer interviews**, data analysis, and **prioritized requirements**, ensuring the best solution for women's health.
- Lead the **G2M strategy** for all products by managing the social media channels, ad accounts (FB, Google), events, partnerships and collaborations.
- Manage the **Product Roadmap** for the marketplace and the subscription-based products by **prioritizing requirements** and incorporating **users stories** to align strategic goals with development milestones.
- Implement **Voice of Customer** initiatives by deploying surveys, **customer interviews** to gather valuable insights for customer satisfaction and product performance.
- Adopt **Agile methodologies** by fostering **cross-functional collaboration** and iterative planning to ensure a responsive and customer-centric product development process.
- Recruit and lead a team of 15 professionals, including engineers, product designers, product marketers, and health service providers, who provide daily services.

Founder, Head of Product   **08/2020 to 04/2021**
Tajoomii   **San Francisco, CA**

TAJOOMII is a 2-sided market research platform that provides brands with real time, accurate, actionable product insights in an affordable and scalable manner.
TAJOOMII's platform facilitates a valuable marketing conversation between:
- Brands seeking information and insights crowdsourced from relevant consumers and product users in their target market.
- Community Leaders, influencers and their followers on various social networks that are encouraged to participate via incentives and gamification.

Achievements:
- Secured $200K in funding from angel investors.
- Launched a successful **MVP** with a retail brand, 8 community leaders and influencers, and 1,200 market research responses that led to meaningful insights for the brand.

- Closed deal with Mckinsey Consulting firm for a beauty company

Responsibilities:
- Developed the market research marketplace **MVP** in 2 months by conducting **customer interviews** and **gathering customer requirements** in order to develop competitive analysis.
- Managed the marketplace **product roadmap** by **prioritizing features** and **requirements** in order to insure features delivery, user experience and to meet market demands effectively.
- Planned the **G2M strategy** by managing partnerships and collaborations with community leaders agencies, brands, and consulting firms.
- Conducted thousands of community leaders and brand surveys to gather requirements and to prioritize them, using our MVP to run our in-house market research.
- **Defined KPI** matrix to measure the progress and the quality of the marketplace product in order to recognize product improvement needs and to insure customer satisfaction.

In February 2020 Covid hit, in April 2020 I closed Tajoomii and founded Ola Ka Ola.

Chief Product Officer   **07/2014 to 12/2020**
Madanes Group   **San Francisco, CA**

Madanes Group is the leading insurance agency in Israel and Europe, serving millions of customers, including consumers and businesses. Additionally, Madanes-Tech stands as the leading accelerator for InsureTech startups.

Achievements:
- Built 8 B2C and B2B products, serving more than 3M customers, ensuring customer satisfaction and optimal experience.
- Reduced the company's operational costs by 35% through the development of a customer self-service products
- Increased the company's annual revenue by 28% with the in-house BI portal and the Customer Sales platform.

Responsibilities:
- Spearheaded the creation of Madanes new products **MVP** from inception (0 to 1), aligning them with the company's overarching vision and strategic goals.
- Led a rigorous product roadmap, focusing on precise **requirements** and continuous optimization, resulting in the successful launch of 8 innovative products.
- Managed the **G2M strategy** by collaborating with the marketing and operation departments to build the awareness and ensure optimal implementation for customer usability.
- Managed the **CRM (MS Dynamics)** department, focusing on delivering **innovative custom solutions** to fulfill the organization's needs.
- **Defined KPIs** to measure the success of the products and their impact on the company's growth and overall vision.
- Exercised visionary leadership as an active board member, setting the company's long-term vision and steering the execution of key strategic objectives.
- Led a team of 32 product professionals and engineers.

Director, Product Management   **12/2010 to 07/2014**
Madanes Group   **Tel Aviv**

Senior Product Manager   **11/2007 to 12/2010**
Alternativa (Consulting Group)   **Tel Aviv, CA**
- Led the development of 5 products in 5 different companies from different industries: finance, Insurtech, advertisement, security
- Expert in Dynamics CRM (Microsoft)

Lecturer   **10/2005 to 06/2008**
Tel Aviv University   **Tel Aviv, CA**
- Courses: Customer Relationship Management, Data Structures and Algorithms, Data Mining
- Received maximum student ratings from feedback surveys 3 years in a raw.

Education and Training

Executive Education - Customer - Focused Innovation Program
Stanford University   California

Master of Science: **Information Technology**
Tel Aviv University   Israel

Bachelor of Science: **Information Technology**

Skills

Product Management: Product MVP, Voice of Customers, Go-to-Market Strategy, Product Roadmap, Agile Software Development, A/B Testing, User and UX Research, Competitive Analysis, Requirements Building, Data Analytics, Computer Coding, Strategic Planning, Project Management, Cross Functional Leadership, Digital Marketing, Critical Thinking, KPI Tracking, Code Review, SQL, Excellent Communication, Software Development.

Tools: Trello, Jira, CRM (MS Dynamics), SAP, Qlickview, MS Project, Google Suit, FB Ads Manager, AWS, Wix, Stripe, Shopify