

# Isaac Nethe

Product Specialist

Product Specialist with a proven track record of translating data into actionable items, while defining and achieving long and short-term goals. Accomplishing objectives by communicating and coordinating with various cross-functional teams in an agile and fast paced work environment. Passionate and curious about product and creative problem solving.

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## SKILLS

|                   |                     |                     |                    |
|-------------------|---------------------|---------------------|--------------------|
| Agile Methodology | B2B Web Development | Regular Expressions | Trello             |
| UI\UX             | SQL                 | Python              | Product Management |

## WORK EXPERIENCE

### Product Specialist Lisuto AI

11/2020 – Present

Tel Aviv, Israel

*Lisuto AI is a global B2B e-commerce web-development company. Its product tags to build great site navigation. Helps in driving more traffic to maximize sales with minimum manual input.*

#### Achievements/Tasks

- Working closely with developers, QA, product, support, sales and content to achieve product and business goals.
- Collecting and analyzing feedback from users (internal and external) and translating them into actionable items.
- Defining different internal product features from inception until production, Improving, in one case, internal productivity by over 19%.
- Playing an active role in the leadership of the company, and its products' direction.
- Keeping backlog up to date and planning sprints.
- Executing data driven decision making (SQL) for complex business processes.

### Content Team Lead

11/2019 – 11/2020

- Defined KPIs for team members. Hit and exceeded team's own KPI by 17%.
- Created and executed roadmaps for various content projects from inception to release.
- Fostered team spirit and cooperation among team members.
- Managing a team of five.

### Content Specialist

07/2019 – 11/2019

- Improved the product's scope by conducting research and expanded on its model with extracted data.
- Relied on knowledge of the Japanese language to perform correction and addition to data model.

### Intelligence and Navigation Specialist IAF – Israeli Airforce

01/2011 – 01/2014

#### Achievements/Tasks

- Experienced in decision making in a fast paced and high-pressure environment, collaborating with a team of other specialists.
- Involved in planning routes based on real data.

## EDUCATION

### **B.Sc in Biology**

Tel Aviv University

2017 - 2020

*Tel Aviv, Israel*

### **B.A in Eastern Asian Studies**

Tel Aviv University

2016 - 2020

*Tel Aviv, Israel*