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**PROFILE**

* 16 years of experience in **product management** and **leading product** teams, including **strategy,** **recruitment**, employees, **empowerment, coaching**, creating and implementing new **workflows**.
* **Over 50 products launched** in a wide variety of sectors (B2B / B2C / B2B2C).
* Products developed led to **20% growth in sales and brand acquisition**.
* Outstanding **creative problem-solving** skills including **design thinking**, strategic planning and making **data informed** decisions.
* I truly believe in **user centered design** in assessing customer needs and requirements and generating a product that successfully meets those standards.
* Curiosity driven and **quick learner**, with great **interpersonal** skills as a **team player**, love the rush of a **dynamic environment**.

**PROFESSIONAL EXPERIENCE**

[**HYRO AI**](https://www.hyro.ai/)**(B2B/B2B2C), ISRAEL - JUNE 2023 - PRESENT**

**SENIOR PRODUCT MANAGER, PLATFORM AND ANALYTICS**

Hyro is a leading conversational AI startup in the US Healthcare industry.

* **Managed and empowered a direct report**, guiding performance, professional development, and day-to-day responsibilities.
* **Owned** and developed production-ready GenAI products, integrating responsible AI guardrails for safe usage.
* Increased platform **adoption** by 210% YoY by relaunching two pillars of customer facing products and regaining users trust in the platform.
* Reduced bots deployment time by 10x within 6 months by building a scalable platform that eliminated engineering involvement in deployment to production.
* Leading the company analytics platform **strategy and execution** inbound and outbound providing product benchmarks and insights.

[**LIVEPERSON**](https://www.liveperson.com/)**(B2B/B2B2C), ISRAEL - JANUARY 2022 - APRIL 2023**

**SENIOR PRODUCT MANAGER, INFRASTRUCTURE AND ADMIN PLATFORMS**

**SENIOR PRODUCT MANAGER, AI ANNOTATOR(A CONVERSATIONAL AI PRODUCT)**

* Improved product **growth** of 23% by end of Q2 22’, improved **conversion** rate by 6.4% Q3 22’.
* **Owning** an AI strategic product based on ML in Conversational AI group defining **roadmap** and **strategy** including work on **Generative AI** features.
* Led a company wide shift into **data driven** product decision making by integrating a product analytics and engagement tool that resulted in a 12% growth in product discovery.
* Led a product from MVP to a mature product, E2E process from product **discovery** and **priority** through deployment, consumer reporting system, analytics and user testing.
* Working closely with **Product design** to initiate **prototypes** and run **usability testing.**
* Teaming with **partners (clients)** gathering **feedback** and understanding their **pains, running interviews, user testing** and **demos** with them.
* Working with fortune 500 companies.

**HEAD OF PRODUCT & CO-FOUNDER,** [**PRODUCKS DESIGN STUDIO**](http://www.pro-ducks.com)**, ISRAEL— 2011- 2021**

Producks is a global product design studio founded in 2011, performing as an all around product solution provider for companies from Israel and globally.

* Co-founding and **general management** of a product design office, role includes: **hiring and mentoring** staff, **quoting projects** alongside establishing **business development** relations.
* Created **product vision** for multiple products (HW & SW) in startups and enterprises by conducting thorough research and gaining stakeholder buy-in for the **roadmap and strategy**.
* Motivated managements to move from technology led to **human centered design** processes.
* Using **design thinking**, defining MVP as a key driver for product development by conducting market and user research, **prototypin**g, A/B testing, interviews, and feedback to create a successful user experience.
* Establishing guidelines for the R&D team by writing PRDs, characterization documents and research.
* Product development from **design concepts to production** (PDR & CDR)
* Interfaces with R&D, Engineering, Marketing, Sales, Finance, Service, and subsidiaries WW.

**PRODUCT MANAGER,** [**HIT (HOLON INSTITUTE OF TECHNOLOGY)**](https://www.hit.ac.il/)**, ISRAEL – 2017-2020**

IoRL (internet of radio light) is a Horizon2020 project, set to follow the path of new technologies in 5G.

* Created **product roadmap** and design PRD for multi-million euro Horizon 2020 project.
* Led a **design system** process with 20 technology partners WW.
* Researched market for unmet needs and benchmark design.
* Creating new design concepts from **concepts to POC and production files**.

**CO-FOUNDER & CREATIVE DIRECTOR, SALT LIGHTING, ISRAEL 2015-2020**

Salt lighting developed and manufactured light fixtures, brand sold to Mika Barr Textile Design

* Creating brand vision and product design lineup by **studying competition and market research**.
* Successfully **prioritized product requirements** and set expectations in regards to R&D and timeline.
* Identified failures and successes of a product by using prototypes and low production series.

**PRODUCT DESIGNER, VARIOUS, ISRAEL – 2008-2012**

* + Product Designer

**EDUCATION**

* + B.Design in Product design - Bezalel Academy of art and design, Jerusalem, Israel – 2005 - 2009.
  + Product, Marketing and Business studies - Jolt, Tel Aviv, Israel - 2020.
  + Erasmus - Politecnico di Milano, Milan, Italy -, 2008.
  + Introduction to Software Product Management - University of Alberta, Canada - 2021

**ADDITIONAL DETAILS**

**Tools and methodologies**: Design thinking | Human centered design | Agile environment

**Software**: OpenAI playground | Atlassian tools | Photoshop | Illustrator | Figma | Solidworks

**Hobbies**: Guitar | Car enthusiast & mechanic | Surfing & Snowboarding | Traveling and camping.