

ABBHEY ISRAEL

UWATERLOO ENGINEERING STUDENT

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WORK EXPERIENCE

Partnerships Manager | Enlighted Inc., Siemens

May 2023 – Aug. 2023

- Managed 3 primary B2B partner relationships with over \$5M ARR by engaging in discovery, vision planning, strategic GTM discussions, and technical implementation
- Conducted market research to develop technical strategies and tailored ROI solutions, successfully achieving a KPI of onboarding 4 new partners
- Launched a customer validation initiative by designing a landing page website and email campaign to gauge market demand and conduct customer interviews; enabling team to proceed with product development through analysis of website activity
- Pitched new product offering to existing clients, resulting in 5 closed upsell agreements

Product Manager | SAP Canada

Sept. 2022 – Dec. 2022

- Delivered product demonstrations with a 98% retention rate to effectively articulate product functionality and enhancements to end users, generating an 18% increase in product usage over three months
- Spearheaded project to analyze usage metrics and curate data-driven roadmap decisions for the SAP HANA Cloud database administration tooling, achieving 100% alignment with year-end strategic goals
- Collaborated with Engineering leadership to prioritize development tasks based on market research, competitive analysis, and user-centered design principles; owned product features from ideation to completion
- Led customer engagement initiatives to receive direct market feedback and nurtured customer relationships; evaluated the feasibility and desirability of 42 feature requests

Product Development Specialist | Intellijoint Surgical Inc.

Jan. 2022 – Apr. 2022

- Effectively strategized with key stakeholders to determine product requirements and scope for upcoming release cycle; clearly communicated project goals with the software development team, meeting all established timelines for surgeons
- Identified and prioritized product enhancements using market knowledge and pinpointed user interface design improvements using Figma
- Advanced inline testing team strategies by establishing a roadmap to achieve the ideal testing state, resulting in a 70% increase in testing efficiency
- Introduced and managed a team dashboard in JIRA to cohesively present important sprint goals and updates to improve project organization and collaboration

Product Manager & Web Developer | Develop for Good

Apr. 2021 – Aug. 2021

- Defined strong client relationships with non-profit organization and instituted product requirements, established a project roadmap, and documented user stories, leading to a final website product meeting 100% of customer requirements
- Acted as the connection between software development and end-user needs; effectively managed a team of six developers to drive communication and efficiency from concept to release under aggressive timelines
- Designed a user-centered interface using wireframes in Figma and developed an interactive website leveraging knowledge in HTML and CSS that successfully called a RESTful API for public donations and petition signatures

ADDITIONAL EXPERIENCE

Machine Learning and Data Analyst | Lisnen

June 2021 – Dec. 2021

- Analyzed product and market share trends to evaluate competitive marketing strategies which cross-functionally propelled the start-up business forward
- Conducted user interviews to collect insight on the usability of the software application prototype and generated wireframes to recommend design improvements
- Collected and organized 700 datasets to enhance the machine learning algorithm

Product Manager, Website Design | Freelancer

May 2021 – Sept. 2021

- Collaborated with business owner to design, develop, and launch a website that reflected corporate values utilizing Figma and Squarespace
- Leveraged entrepreneurial mindset and applied knowledge of SEO and competitive analysis to provide strategies to enhance company's online presence, leading to 65% increase in client acquisition

EDUCATION

University of Waterloo

Candidate for B.A.Sc. in

Biomedical Engineering

2020 – 2025

Department of Systems Design

Engineering

- Cumulative grade average: 93%
- Dean's Honour List

SKILLS

Product Management:

User Research, User Stories, Product Roadmapping, Competitive Analysis, Customer Relations

Tools:

JIRA, Confluence, Figma, Git, Jenkins, Trello

Languages/Frameworks:

Java, Python, HTML, CSS, JavaScript, C++, C#, SQL, React, Django

PROJECTS

Published Research Assistant

2021

- Engineering Our Way Through A Pandemic* published in Vancouver Sun and QUO Media
- Co-authored with Mary Wells, UW Dean of Engineering

Online Monitoring Platform | Parkwood Retirement Home

2022

- Initiated the integration of an online platform for staff to record patient files; conducted market research, determined project timelines, and continuously refined product after initial launch to improve user experience
- Connected with physicians to deeply understand the problem space and leveraged industry standards to validate product development using streamlined processes