

Israel Machovec

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PROFESSIONAL SUMMARY

- 5+ years of experience focused on the full product development life-cycle, from ideation to launch, and ongoing growth.
 - An enthusiastic, self-starter with the technical and functional ability to execute strategic product initiatives.
 - Strong capabilities in managing sprint teams to deliver integrated web applications.
 - Keen sense of design with experience in design thinking and the delivery of UX/UI assets.
 - Ability to formulate hypotheses to A/B test, prototype, and research for new product features.
 - Experience communicating complex technical requirements to non-technical stakeholders.
 - Hands-on expertise with enterprise BI tools and the presentation of quantitative information.
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EXPERIENCE

Sr. Product Manager, Ecto; Atlanta, GA — May' 21-Present

- Responsible for delivering data analytics product initiatives for a venture-backed AgTech startup.
- Owned agile artifacts and ceremonies for sprint teams, including epics, user stories, and backlogs.
- Facilitated sprint/release planning activities, daily stand-ups, product demos, and retrospectives.
- Worked with teams to deliver product features that addressed multidimensional product initiatives.
- Managed data projects including data extraction, data modeling, dashboards, and ML model features.

Product Manager, Ecto; Atlanta, GA — Oct' 19-May' 21

- Responsible for the ideation and development of a suite of digital products for a venture-backed AgTech startup.
- Uncovered market needs for digital support and analytics tools in large-scale salmon production.
- Researched and designed an in-app analytics feature leveraging 3rd party BI/embedded analytics solution.
- Managed the software development and technical implementation of product initiatives.
- Created user stories, workflow diagrams, wireframes, prototypes, and functional/technical requirements.

Product Manager, Big Nerd Ranch; Atlanta, GA — Apr '18-Oct '19

- Responsible for product support and content strategy for a digital learning platform.
- Managed backlog, roadmap, and sprint/release planning of product features and digital assets.
- Tracked and analyzed KPIs and communicated performance to stakeholders.
- Managed the implementation of new branding strategy and style guidelines.

IT Solutions Consultant (Owner), Machfreelance, LLC; Atlanta, GA — Aug '16-Apr '18

- Secured digital marketing professional services contracts with startups and consulting firms.
 - Managed remote teams to deliver digital services including web design, development, and support.
 - Managed the development of digital assets including copy, design images, presentations, and video content.
 - Provided guidance and support for marketing technologies and marketing automation software.
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EDUCATION

The University of Georgia, Athens, GA — B.A. Economics, 2011

- Scholarship athlete on Men's Track and Field Team and 5-year letterman.
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SKILLS

Technical Competency

SQL, Python, React, Git, Roadmapping, UI Design (Sketch, Figma), Agile, Business Intelligence, Data Extraction and Analysis, Data Modeling, Data Visualizations, APIs, ETL, Distributed Systems

Tools

JIRA, Confluence, Trello, Sketch, Figma, Miro, Mural, Google Analytics, Mixpanel, Keynote, Invision, Sisense, Power BI, Tableau, Snowflake, AWS, Heroku, Postgres