

# Guy Shimoni

Seeking an interesting and challenging product management position.

## PERSONAL INFORMATION:

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## RELEVANT SKILLS:

Hands on experience with B2B/B2C products life cycle: design, R&D, QA, Support, Marketing.

Experienced in writing PRD / FSD / MRD documents, UI/UX wireframes.

Software development knowledge, including HTML5, CSS, JS, C#.

Industry aware and technically up to speed with current software development tools.

Strong analytical skills, level headed problem solver and a team player with a strong ability to work under pressure.

## PROFESSIONAL EXPERIENCE

**2017 – Today:** Product Marketing Manager at **Kipkom**

- **Managing the entire product line life cycle from concept stage to launch, end to end.**
- **Worked closely with sales and marketing teams as well as strategic clients to push new products and features to market as well as to analyse needs and implement new tools and products accordingly.**
- **Manage prioritization and set product milestones, establish success metrics and track progress to delivery. Plan product launches and measure business results post-launch.**

**2015 – 2016:** Co-Founder & Head of Product at **Cheesy**

- **Defined products strategy and roadmap.**
- **Managed entire product line life-cycle:** design, R&D, QA, Support, Marketing.
- Working in AGILE methodology (Asana) for fast and frequent changes in accordance to user's needs.

**2014-2015** Product Marketing Manager at **Wolflo (InterFrame Software Inc.)**

- **Worked closely with end users to identify features and enhancements to supports the company's overall strategy and goals.**
- **Coordinate product development efforts with design, research and engineering teams.**

## EDUCATION

**2014-2016** IDC - The Interdisciplinary Center, Herzliya- B.A. in Economics.

**2006-2009** Aviv High School, Ra'anana, Israel. Computer Science studies.

## MILITARY SERVICE

Combat medic in the Nahal brigade. Honorary awards for excelling as commander and "Tiny Warfare" Specialist.

## LANGUAGES

Hebrew: Mother tongue.

English: Fluent, bilingual proficiency.

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