Lyor (Leo) Itzhaki

Product Lead & Founder | B2B, AI & Fintech

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PROFESSIONAL SUMMARY

Product leader with 5+ years in B2B fintech and ecommerce, shipping products for 30M+ users and specializing in generative AI. A hands-on builder who delivered $3–5M uplift via rapid A/B testing at TrueML, led a zero-to-one product pivot at EcoCart to 24% adoption, and now ships AI-powered MVPs from concept to launch.

PROFESSIONAL EXPERIENCE

eBay │ Senior Product Manager (via Avenue Code)   Jul 2025 – Present
San Jose, CA

Lead Trust & Safety for eBay's live-commerce platform, owning policy enforcement and seller safeguards.

- Owned the end-to-end product roadmap for four initiatives (chat moderation, unpaid-item fraud, DSAR compliance, buyer/seller protections); removed ~30% of critical blockers in month one.
- Led seller-moderation controls that let hosts gate chat and buyer access; fast-tracked for upcoming eBay Live Tour events.
- Set launch KPIs and partnered with Data Science to build dashboards for harmful-content rate, moderation latency, and unpaid-item rate, protecting eBay Live's $19.5 B quarterly GMV.
- Drove product decisions and approval cycles for Live Seller Console and checkout upgrades, cutting approval time from 3 weeks to 10 days.

Builtit.dev │ Product Lead & Founder   Dec 2024 – Present
Redwood City, CA

Founded a micro-agency that ships AI-powered MVPs end to end for non-technical founders.

- Validated product-market fit through 25 founder interviews, launching two pilot builds with a scrappy, reusable playbook that cut build time from weeks to days.

EcoCart │ Product Manager   Feb 2024 – Dec 2024
San Francisco, CA

Drove a zero-to-one product pivot into package protection at a B2B e-commerce startup, launching a revenue-share GTM model to accelerate merchant adoption.

- Identified and validated a new B2B revenue pillar via 10+ merchant interviews and data analysis; defined the MVP and led engineering & design for a rapid prototype.
- Launched Shopify revenue-share pilot, securing 24 % adoption in month one and lifting NPS from 35 to 65.
- Prototyped LLM-driven claims triage, demonstrating a 40 % reduction in manual review for early CS workflow testing.

TrueML │ Product Manager   Jan 2022 – Nov 2023
San Francisco, CA

Owned the core payment product for a fintech platform, running 30+ A/B tests quarterly to optimize conversion and leading critical compliance initiatives.

- Partnered with Eng, Data Science & Design to scale A/B testing to 30+ tests/quarter, driving $3–5 M annualized uplift (33 % CVR, 19 % payment lift).
- Integrated richer behavioral data for ML segmentation, lifting plan selection by 12 % and engagement by 34 %.
- Led mobile-first redesign, reducing average checkout time by 15 s and contributing to a 19 % payment lift.

TrueML │ Product Operations Manager, D2C   Jun 2020 – Jan 2022
San Francisco, CA

Built product ops & support org from scratch at a pre-PMF fintech startup.

- Established support SLAs and Looker dashboards, cutting first response time from 24 h to <4 h and maintaining 4.6/5 CSAT.
- Launched targeted HubSpot email & Twilio SMS campaigns, driving +25 % MAU.
- Designed BI dashboards for real-time support KPIs, reducing agent handle time by 12 %.

Early-stage Startups (Consultant) │ Founding Product Manager   Aug 2019 – Sep 2020
Palo Alto, CA

Partnered with founders on 0→1 products: discovery, scoping, and delivery.

- **ProgForce:** Rapid-prototyped gamified forecasting UX, boosting participation from 40 % to 70 % in tests.
- **AssemblyDrop:** Defined marketplace MVP, piloting with 5 crews and 1,000+ SKUs onboarded.

RECENT PROJECTS

TS Policy Watcher (Founder/Builder)   2025 – Present
Built an AI-powered intelligence system that monitors policy changes across 25+ platforms, delivering automated summaries and alerts to inform risk and product strategy.
ts-policy-watcher.vercel.app

DebtCat (Founder/Builder)   2023 – Present
Developed and launched an AI-powered consumer rights platform from the ground up, demonstrating scrappy, end-to-end product creation (Next.js, OpenAI) to solve a real user problem.
debtcat.com

CORE COMPETENCIES

Product	Technical	Tools
B2B Product Management	SQL Python TypeScript	Mixpanel Google Analytics Looker
Product Strategy Roadmapping	JavaScript Next.js React	HubSpot Jira Cursor AI Windsurf
MVP Definition	Tailwind CSS Serverless Firebase	GA4 ClickUp Smartlook Slack
A/B Testing & Experimentation	Supabase API Integration	Figma Notion
Data-driven Decisions	OpenAI API Stripe PostGrid	
Zero-to-One Products	Vercel v0 Netlify Cloudflare	
Generative AI AI Product Strategy	Snowflake GBQ (Google BigQuery)	
LLM Workflow Design		
Stakeholder Management Agile		

EDUCATION