

Professional Summary

- Specialized in **B2B SaaS** solutions based on **AI** (NLP, computer vision, **generative AI**).
- Led successful product and feature releases from ideation to go-to-market.
- Created value by leading **strategic processes**.
- Conducted deep market research, user interviews, usability tests, ran A/B tests and collected user data to reach **data-driven decisions**.
- Defined and maintained short and long term **roadmaps, KPIs and OKRs**.
- Worked with **leadership** on business goals.
- **Worked closely with clients**,
- Led **R&D**, analysts, AI researchers, UX, account execs, **sales & marketing**, and business development.

Experience as a PM (2017-current)

Senior Product Manager, **Loris.ai**, 2023-2024

Loris uses Gen AI and NLP to deliver business insights for executives from customer support data.

- Led a strategic pivot targeting a new user persona, resulting in a 500% increase in revenue.
- Designed intelligent automation features leveraging NLP and machine learning.
- Conducted dozens of client and subject matter expert interviews to ensure product-market fit and tailored solutions for industry-specific challenges.
- Defined and implemented the feature lifecycle and the processes that support it.

Senior Product Manager, **Constru**, 2021-2023

Constru used computer vision algorithms to provide visibility and high value insights into construction projects.

- Managed the full development lifecycle of a mobile app, from ideation to onboarding.
- Directed a multidisciplinary team to develop innovative solutions for construction site automation using AI and computer vision technologies.
- Conducted extensive field tests with users to refine our solution.
- Partnered with computer vision researchers to improve navigation and data capture quality.

Product Manager, **Start Magazine, Taboola + Celltick**, 2017-2021

Start Magazine, now called Taboola News, uses NLP to deliver the right content to millions of readers.

- Successfully grew Start Magazine to 52 million monthly active users across 35 markets.
- Conducted dozens of A/B tests to optimize UX/UI and revenue.
- Managed the product roadmap and lifecycle, collaborating with R&D, business development, and marketing teams to ensure alignment with organizational goals.

Other Experience (2005-2017)

Director of Political Strategy, **Terrogeance**, 2014-2017

Defined and led the strategy and best practices for wide-reaching influence campaigns in 3 continents.

Co-Showrunner, **Link+ With Guri Alfi, Kan**, 2014

Link+ is available online at <https://shorturl.at/61cxK>

Served as co-showrunner for Link+, an Israeli TV show that attempted to intelligently address the question of the change and challenges brought with 24/7 connectivity.

Technology Journalist, Editor, **Haaretz, ynet, Calcalist, mako, Maariv**, 2005-2014

I've written and managed writers, dealing with subjects such as the ascent of social media and smartphones, technology and legislation and digital culture.

Education

B.A., Philosophy, Tel Aviv University (2003-2007)

Languages

English, native; **Hebrew**, native.