

PROFESSIONAL EXPERIENCE

Kissterra Senior Product Manager & Customer excellence

2025 – 2026

- ◆ Led product strategy for Beacon, a B2B SaaS platform enabling enterprise insurance carriers (incl. Liberty Mutual) to programmatically optimize lead buying using real-time, full-funnel signal intelligence.
- ◆ Designed and launched a real-time bid optimization engine processing high-volume auction signals and third-party enrichment data to optimize lead acquisition and LTV-based bidding decisions.
- ◆ Built data enrichment and attribution pipelines correlating acquisition events with downstream conversion and LTV signals to improve bidding and campaign optimization, using APIs and ETL processes.
- ◆ Built a statistical experimentation engine allowing clients to A/B test bid price variations against specific KPIs, with automated recommendations driven by significance testing, directly improving unit economics.
- ◆ Maintained a high-touch enterprise client relationship, leading weekly roadmap presentations and translating qualitative partner feedback into prioritized product decisions.

One Digital Product Manager

2024 – 2025

- ◆ Lead end-to-end lifecycle of multiple B2C and B2B2C digital products, serving **thousands of users** across diverse industries, through product ideation, specification, user-centric design, agile development, and continuous measurement and iteration.
- ◆ Introduced streamlined workflows that improved delivery velocity and cross-team coordination, and communication enabling more effective product management and faster execution cycles.
- ◆ Lead project execution across timelines and budgets, aligning internal priorities with client goals to deliver successful outcomes that support both business growth and customer success.

Taranis Product Manager

2022 – 2024

- ◆ Defined and executed strategic product roadmaps aligned with company OKRs, leveraging data-driven decisions to optimize user experience, drive engagement, and maximize monetization to meet KPIs.
- ◆ Led product lifecycle for an AI-driven computer vision platform that processed drone imagery to enable early threat detection and increase crop productivity.
- ◆ Designed and launched an Intelligent flight scheduling platform that improved on-time arrival rates from **25% to 85%**, streamlining workflows for pilots and operations, and increased retention by **27%**.
- ◆ Monitored KPIs and iterated based on insights, enhancing customer retention and operational efficiency.

Clinch Product Manager

2020 – 2022

- ◆ Owned a DCO (dynamic creative optimization) platform that leveraged real-time campaign signals to dynamically optimize creatives, improving performance and engagement across large-scale programmatic campaigns for leading U.S. ad agencies.
- ◆ Owned the development and optimization of B2B ad-tech solutions, driving **23% improvement** in user's CPA
- ◆ Managed backlog, defining PRDs and collaborating with engineering to deliver scalable, high-performing features.
- ◆ Introduced advanced personalization tools, improving client retention and user engagement metrics.

Sublime Director of Ad Operations and AM

2016 – 2020

- ◆ Established and scaled U.S. Ad Ops and AM teams, driving **multimillion-dollar revenue growth**.
- ◆ Led data-driven campaign optimizations, improving ROI and meeting clients' KPIs through strategic insights and automation.
- ◆ Built and maintained strong client relationships, shaping best practices in digital advertising strategies.

Velis Media Programmatic campaign manager

2014 – 2015

- ◆ Managed digital advertising campaigns, optimizing performance through A/B testing and data analysis.
- ◆ Negotiated and approved media buys, ensuring profitability and strategic alignment with business objectives.

Elbit Systems RMA administrator

2013 – 2014

CORE SKILLS

Roadmap Planning

Product Vision & Strategy

Feature Prioritization

Cross-Team Collaboration

UX/UI Optimization

Prototyping

A/B Testing

Usability Testing

APIs & Integrations

SQL

Data-Driven Decision Making

Performance Measurement

TOOLS & PLATFORMS

JIRA Monday Hot Jar Looker Pendo MixPanel LogRocket

AppCues Asana Notion Miro BQ Google Analytics Elastic

Postman Xandr/AppNexus DV360 Salesforce Microsoft Suite

AI tools

EDUCATION

Lincoln University | CA, U.S.A

Master of Business Administration (MBA) | International Business

2015 – 2017

Shenker College of Engineering and Design | Ramat Gan, IL

B.Sc. in Industrial Engineering and Management | Information Systems

2010 – 2014

MILITARY SERVICE

2006 – 2008 Unit 8200