

# LIOR SWISSA

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*Product manager with an MBA and strong technology experience in Automotive, Cloud Security, Telecom and Mobile, looking for PM roles. Self-driven problem-solver looking to utilize her business, tech and communication skills in technology products.*

## EXPERIENCE

**MICROSOFT** – *Azure Security Center*

**Haifa, Israel**

**PRODUCT MANAGEMENT MBA FULL-TIME INTERNSHIP**

**Sept 2018-present**

*Track and increase product adoption:*

- Track all product adoption metrics, and lead a monthly meeting with all stakeholders for analysis and next steps
- Suggest and lead product management of resulting new/enhanced features and UI/UX changes

*Characterization / implementation of new features:*

- Centralize all customer feedback and communication within the Azure SQL VA / ASC team
- Collected customer insights, characterized (full product spec) and headed product management for 4 features

*Market analysis:*

- Explored the compliance market including technologies and competitive landscape, and provided recommended strategy

**BEIJING WUSHUANG TECHNOLOGY INC. (AnG)** – *Online/mobile marketing solutions provider*

**Shanghai, China**

**Software Engineer**

**Sept 2014-Oct 2017**

*Android Mobile Application for restaurant management (Point Of Sale) – customer needs characterization and implementation*

- Researched the competitive landscape and presented findings to management, resulting in initiating a new project
- Conducted customer interviews, identified customer needs and recommended the required functionality
- Developed an android app integrated with Google Cloud Platform tailored to the customer need identified

*Mobile back-end & front-end programming*

- Developed a service allowing small companies to set/customize an official account on Wechat (China's WhatsApp)
- Led a multi-threading project that optimized communications efficiency with Tencent servers (50%+ time reduction)
- Developed front/back-end of System/Users statistics web pages, using HTML ,CSS and Javascript

**VERINT SYSTEMS** – *Security and business intelligent software and hardware provider*

**Herzeliya, Israel**

**Software Testing and Automation Engineer**

**June 2013-Aug 2014**

- Initiated and led the automation of software testing, resulting in a significant time saving
- QA testing for Verint software that runs on various switches (Cisco, Avaya , Alcatel, Siemens...) used by call centers
- Supported both customer problem solving and core development of new features and products
- Cross functional collaboration – supported multiple teams in both Israel and the US

**ROAD-TRACK** - *Telematics and fleet management systems to large automotive manufacturers*

**Netanya, Israel**

**Software testing engineer**

**2012-Apr 2013**

- Managed integration and testing of smart vehicle control systems (both software and hardware - FPGA)

**ISRAELI DEFENSE FORCES (I.D.F), AIRFORCE** - *Reserves' HR specialist*

**Israel , 2002-2004**

## EDUCATION

**COLLER SCHOOL OF MANAGEMENT, TEL AVIV UNIVERSITY**

**Tel Aviv, Israel**

**Master of Business Administration (MBA): Technology, Innovation and Entrepreneurship**

**2017-2019**

- Awarded the Kadar Scholarship for Women in Business and Entrepreneurship (awarded to 10 women a year)
- Selected to participate in Microsoft Women of Excellence, MBA edition
- Courses focus on product management / marketing in the tech realm; TA - joint Wharton/TAU executive innovation course
- Finalist – Collier Startup Competition (8 chosen out of 50 companies, competition on-going)

**DEPARTMENT OF MATHEMATICS, HAIFA UNIVERSITY**

**Haifa, Israel**

**Bachelor of Science in Math and Computer Science**

**2005-2009**

- Focus: Computer Networks, Image processing, Operating system, Algorithms, Robotics (self-driving robot final project)

## ADDITIONAL INFORMATION

- **Languages:** Fluent Hebrew and English, Basic Mandarin Chinese
- **Computer languages:** Java, C, SQL, HTML, CSS, Java Script, Adobe XD platform
- Maintain an active blog about **Self-Driving Cars** technology, opportunities and challenges (on Medium)
- **Hobbies:** Running, Chinese hotpot