

Matan Barak

RESIDENCE EVEN YEHUDA • YEAR OF BIRTH 1982 • CELL (050) 903-1339 • E-MAIL matan.barak@gmail.com

Objective

Seasoned leader with 15+ years experience focused on Product Management, CTO & Product Strategy at B2B2C software and SAAS companies. Proven ability to drive and execute Product Strategy in both start-up and large companies. Professional focal points include market analysis, business strategy, social media solutions, product development, mobile applications, business development, startup strategy, technology solutions, cross-functional team leadership, performance assessment, client relationship management, and project management.

Experience

Co-founder, CTO & Head of Product Celero

2020 - Current

Celero is an intelligent content engagement platform for the modern buying journey. Celero starts where existing marketing platforms stop - by making existing content intelligent and taking platforms such as hubspot, marketo and salesforce to new levels of engagement

- Established and implemented the technology and product of Celero.
- Define the company GTM and product strategy
- Build the R&D department from scratch including hiring & training
- Worked closely with investors, partners, customers & users in order to achieve the company's KPIs and product roadmap.
- Worked on BizDev and Sales activities in order to increase the company revenue
- Managed the company budget

Co-founder, CPO & CTO

Glicq

2017 - 2019

Glicq is a back-end proprietary technology that allows users to securely operate frequently-used features of applications/sites entirely within email messages. Glicq is turning the email message into a friendly front-end for enterprise applications and the consumer Web.

- Established and implemented the technology and product of Glicq.
- Worked closely with partners, customers & users in order to achieve the company's KPIs and product roadmap.
- Participated at 8200 EISP and MassChallenge Accelerators

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CTO & Head of Product

Cinch (CinchKey Inc.)

2015 - 2016

Cinch is a game-changing alternative model and platform for small businesses in need of financing, based on “shared economy” principles. The Cinch platform enables small businesses to get financing through their customer community, instead of going to the bank.

- Oversee the technology and the product of Cinch.
- Define the product strategy and roadmap for Cinch platform
- Managed and implemented a Machine Learning solution in order to predict the income of a small business.
- Worked with senior leadership, stakeholders, and product development teams to ensure the company’s technological support structure is driving the business forward with minimal expenditures
- Represented and received Top award for startups IATI and Mastercard
- Represented and awarded for winning 2015 DEMOvation Challenge in Tel Aviv

Head of Labs & Innovation

LivePerson

2011 - 2015

- Initiated and contributed to leading edge innovations at LivePerson.
- A member of the Global Management and the Israeli Management teams.
- Managing a department of product managers, Engineers and BizDev in Israel and the US that develop the next generation of the product
- Originated and spearheaded the Labs team to develop many products with several patents.
- Owned and implemented the full cycle of product development including customer research, outbound product, inbound product, architecture, technology development, QA and customer implementation.
- Investigated new business opportunities through cutting edge technologies as part of a team.
- Managed data driven initiatives involving AI from both product and development aspects.
- Supervised customer facing efforts for Google AdWords Chat Ad extension project, solidifying product needs and road-map as well as executing go to market and KPI measurement.
- Contributed to LP Link™ project, an application that allows generation of links that enable the visitors to reconnect to an agent or redirected to a page anytime, anywhere.
- Architected and launched a mobile application (both iOS and Android) for LivePerson Aspire event, with capabilities including booking Hands On Appointments, connecting with LP Employees, negotiating relationships (Tinder-style approval), and elongating connection after the event.

- Blended chat, voice, video, and collaboration applications with superior business intelligence to create Mega Chat/Open Chat/LP Connect/Collaboration. The project creates digital interactions inspired by personal, face to face experiences that drive higher conversion rates and deeper loyalty.
- Designed a Facebook solution in order to integrate LivePerson capabilities within fan pages and news feeds, and also as the first version of the company chatbot.

Labs Evangelist & Team Lead

LivePerson

2009 - 2011

- Evolved 4 products with several patents pending, including Analytics Driven Engagement (now in high demand within Liveperson core platform) and the first version of the Collaboration Framework.
- Working as both the Product Manager and the Developer of all solutions

Developer

SAP Labs

2006 - 2009

- Developer in the Portal team implementing customer navigation technology.
- Received a patent for a new algorithm that optimize how to render content dynamically on a webpage

EDUCATION & MORE

BSc. Computer Science, Economics

Bar-Ilan University

2005 - 2008

Volunteer as Internship Provider

University of the People

2013-2015

Providing real-life development challenges for 2 groups of students from different regions of the world. Educating for the different aspects of building a new product from the technology point of view - building team methodology, defining the product and the need, researching for the right technology, creating architecture for the solution, and implementing and QA it.

Patents

Applied and received around 50 patents that are strategic for all the companies I have been working for in the fields of product innovation, algorithm improvements and new use for technical solutions.