

OMRI SHMUELI

Product Manager

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SUMMARY

An experienced product manager with proven product development, leadership skills, and expertise in process optimization, data analysis, and problem-solving is seeking an opportunity to help a company unlock its true potential, drive growth, and improve efficiency.

PROFESSIONAL EXPERIENCE

Product Manager

Otonomo (NASDAQ: OTMO) 2020 - 2023 Herzeliya, Israel

- Secured a \$30M opportunity by being chosen as the main partner.
- Designed and executed features leveraging big data to provide end-users with easy access and valuable insights
- Developed KPIs that align with business objectives and ensure the product is meeting customer needs and expectations.
- Enhanced product capabilities to support main industry use cases by developing advanced technical big data features to help users maximize the value of their data.
- Own the product life cycle of Otonomo's app for Salesforce, working in close collaboration with R&D in an agile environment to plan sprints and create PRDs with detailed specifications.
- Work with key accounts to explore new capabilities and analytics.
- Execute while working cross-functionally with various internal stakeholders.
- Designed and executed API-first features to complement UI.

Product & Business Applications Manager

Otonomo 2020 - 2021 Herzeliya, Israel

- Increased sales pipeline by 30% by launching a new strategic product for SaaS B2B.
- Drive and productize the entire process from initial inception and collecting requirements through to the definition of the MVP, while focusing on user onboarding, integration, and ongoing value creation.
- Manage business apps (IS) and tech team, from specs gathering to tools selection, architecture building, cross-systems solution, and implementation.
- Streamline a complex cross-company process to reduce the time needed from weeks to hours to improve delivery time and reduce OPEX.
- Supervised the activities of 2 Information systems personnel and prioritized tasks according to appropriate skill levels.

Information Systems Project Manager

Gett 2019 - 2020 Tel-Aviv, Israel

- Analyzing business requirements with the different departments and designing the right solution while using the platform's best practices.
- Manage project schedules, interface with internal teams and external providers, identify risks, communicate with stakeholders, and lead projects through their entire life cycle.
- Worked in a dynamic and demanding work environment which requires multitasking, punctuality, and can do approach.

Information Systems Analyst

Similarweb 2018 - 2019 Tel-Aviv, Israel

- Provide daily administration and technical support for SimilarWeb's internal Information Systems, with a focus on the Salesforce platform.
- Responsible for implementing new business requirements and managing user permissions, including creating new roles, maintaining the role hierarchy, generating reports and dashboards, and automating processes.
- Provide hands-on support and maintenance for business applications such as SalesLoft, LinkedIn Sales Navigator, Yesware, Intercom, Jacob, Torii, and Litmos.

SKILLS

Product Research Product design
Prototyping Prioritization
Product Development User Stories
User experience (UX)

TECHNICAL SKILLS

JIRA Data analysis APIs SQL
JAVA Salesforce Expert ERP

EDUCATION

Product Management Course

Product Experts College

2021 - 2022

B.Sc Industrial Engineering and Information Systems

Afeka Academic College Of Engineering

2015 - 2019 Tel-Aviv, Israel