

Ayala Ben Gur

+972-54-7887407 | ayala.iss@gmail.com | LinkedIn profile:
<https://www.linkedin.com/in/ayala-ben-gur-45005a27>

Objective

Experienced product manager, product marketing and strategic planner with strong technical orientation combined with business acumen. Bring technical leadership, broad system sight, strategic experience, and strong interpersonal skills. Looking for exciting and dynamic position that mixes product leadership, strategy, and outward interfaces.

Experience

SENIOR PRODUCT LINE MANAGER – INFINIBAND ADAPTERS PRODUCT LINE | NVIDIA | 9/2020 – PRESENT

- Lead and manage the InfiniBand adapters business line – the most strategic networking infrastructure for HPC, AI, data centers and storage
- Lead products through the complete life cycle from idea to development to go-to-market
- Manage strategic cross organizational projects to enable fast and scalable adoption for new networking technologies into Nvidia leading flagship systems (DGX and other GPU based systems)
- Collaborate with internal partners across diverse teams: upper management, engineers, operations, architects, customer experience, sales and technical marketing engineers to define, validate and deliver
- Full ownership for product requirements management and prioritization cross organization
- Collaborate with partner product leaders on pricing strategy and product line profitability
- Front facing customers for business initiation and requirement gathering
- Manage all product aspects: hardware, software, inbound and outbound activities

PRODUCT LINE MANAGER - GROWTH PRODUCT LINE - WIRELESS CONNECTIVITY SOLUTIONS | INTEL | 2018 – 9/2020

- Leading strategy and marketing activities for Intel wireless connectivity solutions in new growth areas in IOT and consumer electronics markets
- Drive scaling program for retail market with over than \$100M revenues annually
- Manage and owns roadmap and go to market strategy
- Develop product new use cases and requirements into product landing zone and GTM materials
- Responsible for new business initiatives with Intel IOT business group including: Retail, broad market, industrial, automotive and consumer electronics
- Customer facing activities: from initial engagement to deep dive workshop meetings, demos and POCs

STRATEGIC PLANNING AND PRODUCT MARKETING - WIRELESS CONNECTIVITY SOLUTION FOR MOBILE, WEARABLES, IOT AND AUTOMOTIVE | INTEL | 2016 – 2018

- In charge of roadmap planning and product life cycle management from concept to execution phase
- Explore and develop strategies for new technologies by market and trends analysis, competitive assessment, customer requirements analysis and technologies standardization
- Innovation activities: exploration of new markets, use cases, partnerships, and acquisitions

- Ongoing relationship with key stakeholders of multiple disciplines, internal and external
- Owner of product landing zone definition and requirements
- Responsible for internal and external product collaterals
- Demos for tradeshows and customers

STRATEGIC PLANNER - MARKET & COMPETITIVE INTELLIGENCE LEAD FOR WIRELESS CONNECTIVITY TECHNOLOGIES | INTEL | 2012 – 2016

- Lead competitive strategy and engineering activities for wireless connectivity technologies across all business units – PC, mobile, host and edge IOT, automotive
- Conducted market and competitive analysis and forecasting, serving several business segments and verticals
- Lead competitive technical activities including: HW analysis, reverse engineering and benchmark activities for commercial products

CUSTOMER DEPLOYMENT ENGINEER AT DIGITAL HOME GROUP – CABLE SEGMENT | INTEL | 2011 – 2012

- Support for tier1 customers, including: DCR negotiation, submission and implementation, bugs triage and technical support
- Debug and patch process for customers in various areas
- Experience in SOC CE Linux embedded systems

INTEGRATION AND VALIDATION TECHNICAL LEAD IN WIRELESS COMMUNICATION SOLUTION GROUP | INTEL | 2005 – 2011

- Great knowledge in wireless communication including: MAC/Baseband/RF module of WLAN, Bluetooth, WiMAX and Multi-comm coexistence, from architecture design, system integration to product validation
- Experience in building test plans, test designs, test setups with respect to program budget, resources, and timelines

QUALITY AND ASSURANCE ENGINEER | PROSIGHT | 2000 – 2005

- Manual and automated testing
- Experience in QA documentation writing and editing

Education

- 2008–2009 - The College of Management - Specialized MBA in Technological Companies Management
- 2002–2006 Jerusalem College of Engineering - BSC in Electronic Engineering, average grade 91 - VLSI specialization