

## Experience

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### Rakuten Viber

January 2013 - Now

*Viber is a cross-platform instant messaging and VOIP app with 1B registered users.*

*Operated by Japanese multinational company Rakuten with a high market share in CIS & APAC*

#### S. Content strategy manager

*Visioning the company's "content first" strategy for penetrating tier 1 countries*

- Defining the strategy, product logic, KPIs, roadmap, CMS and user interfaces
- Building a cross-company team of experts that can execute such a project

#### S. Product partnership manager

*Enriching the messaging experience by integrating with partners via [chat extensions](#) api (outbound)*

- Managed a cross-functional squad of 8 (Dev, Design, Business)
- Grew partners count by x4 including booking.com, Spotify, Yelp & Foursquare
- Increased the number of monthly active users of the feature by x3

#### S. Director of product

*Supervising the mobile Product managers, in-charge of core functionalities*

- Recruited, trained and built personal excellence programs for 5 product managers
- Introduced new methodologies: Analytics, Peer reviews, A/B T, Market research, user testing
- Built the company's strategic privacy related features, [E2E encryption](#) and Secret chats

#### Product innovation manager

*Initiated the first version of a cross-company innovation initiative*

- From open door policy to proceeding 10 monthly suggestions from mockups to POCs

#### Mobile product manager

*Managed 10M DAU on the iOS platform*

- 3% increase in calls and 5% increase in group chat creation

### Walla!

2011 - 2013

*Walla! is an Israeli internet company, fully owned by Bezeq (Israeli telecommunications giant),*

*Ranked, in 2016, in the top 9 sites by traffic originating in Israel by Alexa.*

#### Product manager

*Multi products and projects management of the company's Mobile, Tablets and TV apps*

- Opened new markets with the 1st Israeli VOD app for Smart TVs

## Education & Skills

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Self taught - Adobe XD, After Effects, Cubase

2013 - Animator, Jump Cut institute. Tel Aviv, Israel

2002 - Practical engineer, Technion. Haifa, Israel