Phone: +972523888570 | E-mail: [ilan.dahn@gmail.com](mailto:ilan.dahn@gmail.com) | [LinkedIn](https://www.linkedin.com/in/ilan-dahan) | [portfolio](https://www.ilandahan.com/portfolio) | Holon, Israel

SUMMARY:

Senior Product manager, Customer/ User Experience expert, Digital Transformation leader. 8 years of experience. In the IoT & the Online industry, Ex Fin-Tech industry. A versatile & analytical executive. skilled in the full Product Life Cycle, Customer Experience & marketing automation, machine learning (ML) pipeline & End 2 End Delivery. Expertise in taking products from Ideation to Delivery. Expertise in building & leading high-performance teams to stimulate Digital Transformation and Innovation with an Added Value for my clients.

major achievements:

* A 30% increase in the company's revenues by implementing Agile Methodology.
* My product launched on Google Next Summit 2019 @San Francisco – Keynote Presentation.
* The first ever "Buy a car online" experience for an Israeli car dealership.
* Redesign the customer experience of video platform improved product growth revenue by 20%.
* 60% growth in daily usage by creating Monetization while using Data Analysis (user behavior patterns) on the company's mobile app.
* Turn 6 desktop-only applications to mobile apps with more than 0.5m monthly users in 9 months.

EXPERIENCE:

Code Oasis (2017- PRESENT).

Software Development boutique, specializing on Real-Time, Event Driven Applications for leading enterprises, Product as a Service, and bringing together new development methodologies**.**

**Head of Product Management**.  
Manage strategic customers' portfolio and maintain the communication between the customer and Code Oasis, such as Nestle', Lubinski Group, Altschuler Shacham, E-Toro, Brinks, Electra and many more.

* Responsible for communication with Outbound stakeholders, define Business-to-Business (B2B) and Business-to-Customer (B2C) products & Business-to-Business-to-Customer (B2B2C).
* My main work: Data oriented Real-Time Event-Driven Architecture, Software As A Service (SaaS) products, Insur-Tech, IoT devices, web applications, mobile apps, Start-Ups, and E-Commerce platforms.
* Accompaniment the sales department to increase sales by break down Customer Requirements and evaluate the work to be done on the product.
* Set-up cross-company procedures that include Agile Methodologies (Scrum).
* Understand the company KPI's and drive Business Analysis, strategy, and lead the company's growth.
* Manage, mentor, and grow the Product/Project team (team of 6).

**Sr. Product Manager & UX Expert**

* Product as a service consultant. Lead multiple Agile products for the largest companies in the Israeli market (such as Super-Pharm, Wix, Robomow, Saturas).
* Building personalized experience via Full Product Lifecycle Management (PLM) for Outbound customers (B2B, B2C, and B2B2C).
* Help clients to construct Business Strategy and Roadmap via Data Analysis while partnering with the clients' Sales, Pre-Sales and Customer Success Managers.
* Design User Journey resulting from User Experience research and define Product KPIs.
* Based on the Roadmaps - maintain and prioritize the backlog of User Stories, Features, Third party application integration and Bugs in Jira.
* Responsible for Data Analysis for future improvements.

BDB Group(2016-2017).

The world’s leading CFD online trading brand, with millions of registered users.

**Sr. Product Manager & UX Expert**.

* Work closely with multiple R&D teams from product initiation to delivery on web and mobile app platform.
* Responsible for the Full Product Life Cycle, Product Vision, Product Roadmap and product marketing.
* Define KPI's for all projects and evaluate the success of a project.
* Work closely with the Product Design team and produced Mock-Ups and Wireframes (Adobe XD, Axure RP).

KESHET Broadcasting & website (2012-2016).

Israel's leading media company specializes in reaching audiences through existing and emerging media platforms with ground-breaking content.

**Head of CMS Team (Product)**

* Establish and lead the Product Knowledge Management team.
* Leverage strong Team Leadership skills to deliver Cross-Functional Teamwork across Product, Engineering, UI/UX and Operations teams.
* Develop Product Vision for improved targeting by design and lead Comprehensive Quantitative Research throughout the whole Product Life Cycle.
* Own and pragmatically prioritize the backlog - solve the right problem at the right time.

**Product Manager CMS Team**

* Mainly Inbound Product Management - working with R&D.
* Work alongside with Outbound clients while integrating Marketing Plan.
* Act as a Point of Reference for all technical Product-related enquirers.
* Gather and prioritize requirements and define the Roadmap.
* work closely with Development, Design, Marketing, and QA teams to deliver a great product.
* Create PRD documents that include functional designs for new product capabilities.

EDUCATION:

* Front-End Developer: HTML, CSS3, JavaScript, Responsive Design – University of Michigan (Coursera).
* Google Cloud Platform Architect Certificate (Google online course).

# I was honored to be selected & take part in Google's Development Challenge for 2017/2018.

* Bachelor of Education (B.ED.) in New Media, Marketing and Communications at Kibbutzim College. GPA – 87.
* Professional Internship for outstanding students.

Technical proficiency: Adobe XD, Axure RP, InVision, G-Suit, Confluence, JIRA, Microsoft Office Suite, zeplin, google analytics, hotjar.

MILITARY SERVICE:

Full combat service (routine & emergency) as a commander at the Armored Corps. Honorably discharged from reserve service.

LANGUAGES:

Hebrew – native | English – very good.