

YARON HELFER

Senior Product Manager

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**My drive is to make people's lives easier and bring happiness to the world.
I made mistakes and learned from them. That's what my experience is based on.**

EXPERIENCE

Senior Product Manager, Kaltura, Ramat Gan (2022 - Present)

- Led a squad of 6, planned the roadmap and sprints, and defined MVPs and KPIs.
- Improving product experience and consumer satisfaction rate by 50%.
- Designing new products for the Education vertical with security and privacy aspects.
- Internally collaborate with stakeholders, along with customer interviews.

Product Manager, Online Department, Open University, Ra'anana (2017 – 2022)

- Led, motivate and manage a squad of 3 people
- In charge of the entire lifecycle of a VOD B2B2C platform, from initiation and planning of user stories and wireframes as sprint content, GTM plan, operation, and data analysis.
- Saved University 40% on HR costs and reduced 99% of manual problems.
- The only uni. in Israel that avoided classes cancelation during COVID-19 through this

Co-Founder and Director of Product, Kingy.be, Tel Aviv (2016 - Present)

- Led a volunteering dev team for a social game that had been planned from scratch.
- 100% hands-on establishing and developing from scratch.
- Achieving the goal of 6K active users and user engagement of 70% during a tournament
- Achieving the goal of 80% retaining users at the next tournament (> 12 months later).

Full Stack Developer, Open University, Ra'anana (2013 – 2017)

- Developing Moodle (LMS) modules and plugins from scratch like advanced dashboards
- Improving performance by 80% by creating internal automation services.
- The main languages used were: PHP, Python, React, SQL, NodeJS, and Bash.

IT manager of broadcasting studios, Open University, Ra'anana (2010-2013)

- Ongoing maintenance and helpdesk service for local studios including pro.
- Upgrades of HW and infrastructure along with the implementation of automation scripts.

EDUCATION & CERTIFICATIONS

- **MA in Mass Communication, Tel Aviv University (Class of 2011)**
- **BA in Mass Communication, Yizraeli Valley College (Class of 2007)**
- **Product Management Experts Course, Experts Academy (2021)**

SKILLS

Aha, Figma, SQL, SPSS, Mixpanel, Google Analytics, Agile methods, Git, Jira, Confluence, Monday, Miro, Leadership, UI/UX, Full-stack development, Cloud Platforms, Cyber security.

LANGUAGES

English - Proficient | **Hebrew** - Native

ARMY SERVICE

Contact Force-Navy (2002 - 2005). *Granted title of `Excellence` for dedicated and professional work.*

VOLUNTEERING

Cinematographer and production consultant for documentary films advancing complex social issues such as gender equality, education, and peace.