YAM
COHEN

Senior Product Manager

PROFILE

Senior Product Manager with 5+ years leading B2B and B2C products end-to-end. Proven at translating customer insights and business goals into KPI-driven strategy, scalable roadmaps, and measurable impact—boosting pipeline value by ~25%, supporting $1.5M+ ARR deals, and increasing feature adoption by up to 20%. Strong cross-functional leader and team builder.

LINKS

Website   LinkedIn   GitHub

EMPLOYMENT HISTORY

Product Team Lead, IronCircle

MAR 2025 — PRESENT

- Owned and executed the company-wide product roadmap, delivering 15+ initiatives aligned with strategic business goals and customer needs.
- Led B2B product initiatives that contributed to an estimated 25% increase in pipeline value and 15% growth in customer adoption.
- Built and mentored the product function, scaling the team from 1 to 4 PMs, and establishing discovery, prioritization, and delivery ceremonies.
- Partnered closely with R&D, design, sales, and leadership to align priorities and trade-offs, improving on-time delivery.
- Introduced KPI-driven decision-making across core product areas, reducing low-impact roadmap items by 30%.

Lead Product Manager, IronCircle

NOV 2020 — MAR 2025

- Led market and customer research initiatives, conducting interviews to validate problems and shape product strategy.
- Owned product KPIs and user-feedback loops, identifying optimization opportunities that improved feature adoption by 20%.
- Managed the full product lifecycle across discovery, R&D, design, launch, and iteration for multiple concurrent product lines.
- Collaborated with internal and external stakeholders to align strategy and execution, supporting deals worth $1.5M+ in ARR.
- Drove continuous discovery practices that reduced rework and scope churn by 25%.

Product Manager, Smarti

MAR 2020 — NOV 2020

- Performed business and product analysis to identify gaps and opportunities, leading to 3 new product concepts.
- Translated insights into product recommendations that strengthened market positioning and increased customer engagement by ~15%.
- Partnered with marketing and sales to support go-to-market activities, improving sales enablement effectiveness.
- Represented the product in trade shows and promotional events, contributing to increased brand visibility and lead generation.

EDUCATION

B.A. in Business Management & Information Systems (Systems Analysis), Netanya Academic College

SKILLS

Product Strategy

Product Discovery & Validation

KPI/OKR Definition & Tracking

Stakeholder Management

B2B Product Management

Roadmap Ownership & Prioritization

Customer Interviews & User Research

Go-to-Market (GTM)

Cross-functional Leadership (R&D, Design, Sales)

B2C Product Management