YARON HELFER

Product Management Leader | AI & Data Expert

🌐 Hebrew | English

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Seasoned Product Manager with 12+ years of experience driving successful B2B and data-driven products. Expert in translating AI innovation into measurable impact through cross-functional leadership, Product growth mentality, and data-informed strategy.

PROFESSIONAL EXPERIENCE

Product Group Lead - LSports, Ashkelon (2025 – Present)

- Leading the Data division products, transforming real-time sports data into predictive insights and partner-facing intelligence platforms.
- Built and scaled LLM-based, trend analysis, and anomaly-detection pipelines, improving accuracy by 25%.
- Defined product vision for AI-enhanced services powering data-driven betting experiences.
- Introduced MLOps & evaluation frameworks, ensuring transparency, speed, and reliability across AI features.
- Led a PM team in applying AI responsibly, aligning experimentation with measurable business outcomes.

Senior Product Manager - Yad2, Petach Tikva (2023 - Present)

- Led end-to-end product development of a new B2B marketplace platform, collaborating with engineering, design, and business stakeholders
- Implemented a comprehensive data analytics framework to drive product decisions, resulting in a 20% increase in user engagement
- Managed cross-functional teams using agile methods to deliver complex features on time and within scope

Product Manager, B2B Solutions - Kaltura, Ramat Gan (2022 - 2023)

- Owned the complete product lifecycle for a B2B enterprise platform, focusing on security and user experience
- Reduced client churn by 15% through data-driven product improvements and strategic feature development
- Collaborated with engineering teams to implement robust security measures and fraud prevention systems

Senior Product Manager - Open University, Ra'anana (2016 – 2022)

- Managed cross-functional teams across engineering, operations, and customer success
- Implemented robust security measures and fraud prevention systems for online payment processing

EDUCATION & CERTIFICATIONS

- **MBA**, The Open University of Israel - Focus on Technology Management
- **M.A.** in Mass Communication, Tel Aviv University
- **Product Management Experts Certification**, Experts Academy
- **Product Management Leadership Certification**, Infinity Academy