

ZACH NAIM

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SUMMARY

Product Manager with 10+ years of experience across SaaS, fintech, gaming, and large-scale digital platforms. Skilled in managing complex product lifecycles, defining technical workflows, and collaborating closely with R&D to deliver scalable solutions. Strong analytical mindset with hands-on experience in A/B testing, KPI optimization, BI tools, and basic SQL. Proven ability to own product areas end-to-end, improve performance across high-traffic ecosystems, and work with enterprise systems including Salesforce. Combines product strategy, operational excellence, and cross-functional leadership to drive measurable business impact.

SKILLS

Product Management
SaaS B2B
Product Operations
Technical Specifications
Workflow Design
APIs & System Architecture
A/B Testing & Data Analytics
Basic SQL Querying
BI Tools (MicroStrategy, Power BI)
Salesforce (Enterprise Workflows)
Cross-Team Collaboration
Road-mapping & Prioritization
KPI Optimization
User Research
Training & Enablement

PROFESSIONAL EXPERIENCE

LOUIS VUITTON LTD | CLIENT ADVISOR & ACCOUNT MANAGER
2022 – 2024 | TEL AVIV, ISRAEL

Managed VIP-level clientele and revenue operations via ICON, an in-house dedicated CRM platform

- ✓ Managed a portfolio of high-value clients, driving **€2M+** in revenue through data-informed client engagement.
- ✓ Leveraged CRM workflows to track cases, customer interactions, issue escalations, and follow-up sequences.
- ✓ Provided high-touch insights to improve client lifecycle value and conversion to €50K+ annual spend tiers.
- ✓ Identified patterns in client behavior and optimized sales performance using CRM data.

MELIO | PRODUCT OPERATIONS MANAGER
2021 – 2022 | TEL AVIV, ISRAEL

Supported 7 product squads across Melio's payments platform; optimized workflows, tooling, and release processes.

- ✓ Managed product team tooling stack, release processes, and cross-team alignment across R&D, QA, and Support.
- ✓ Owned technical workflows for incident handling; designed & implemented SLA frameworks to improve response times.
- ✓ Automated bug monitoring processes, reducing manual overhead and improving ETA accuracy for engineering teams.
- ✓ Created product documentation, technical specs, and training materials for internal teams.
- ✓ Collaborated with engineering on feature rollout plans, requirements, and platform-wide workflow improvements.

MINUTE MEDIA | PRODUCT MANAGER (VOLTAX PLATFORM)
2020 – 2021 | TEL AVIV, ISRAEL

Owled product development for the Voltax website publishing platform, reaching **330M+ monthly users**.

- ✓ Led discovery, requirements, design, and execution for core platform capabilities.
- ✓ Defined API-related workflows and collaborated closely with analysts and engineers on performance optimization.
- ✓ Ran A/B tests and KPI analysis to drive engagement, revenue, and UX improvements.
- ✓ Managed roadmap, sprint planning, and cross-team alignment across content, data, engineering, and partnerships.
- ✓ Served as the primary product POC for platform issues, escalations, and integrations.

EDUCATION

Cybersecurity Specialist Training
ITQ College | 2024

Architectural 3D Rendering Design
Animaya Academy | 2023

Product Management Course
PM Sphere | 2017

Usability and UX Design
Netcraft Academy | 2016 - 2017

ILYON DYNAMICS | MOBILE PRODUCT MANAGER
2017 – 2019 | TEL AVIV, ISRAEL

Managed a portfolio of 200+ mobile game apps on Google Play; optimized performance, CRM flows, and Sales live-ops.

- ✓ Led a 6-person development team and shipped 7–10 apps/week while maintaining quality and performance metrics.
- ✓ Built CRM workflows and designed A/B tests to optimize retention, DAU, and revenue KPIs.
- ✓ Collaborated with marketing, BI, UX, development, and QA to improve install conversion and user lifecycle.
- ✓ Used BI dashboards to track KPI shifts, funnel behaviors, and user patterns.

PLUMBEE LTD (ACQUIRED BY GSN GAMES) | MOBILE PRODUCT MANAGER
2014 – 2016 | LONDON, UK

Product owner for Mirrorball Slots (iOS/Android)

- ✓ Rebuilt game economy model, driving **+40%** revenue and **+20%** conversion.
- ✓ Documented system structure and technical flows to reduce development bottlenecks.
- ✓ Led 3 revenue-focused cross-functional initiatives that scaled user value and improved multiple KPIs.
- ✓ Introduced agile workflows that reduced development time across teams.

PRODUCT MANAGER
PLAYTIKA | 2012 - 2014

Drove feature development and KPI growth for a top social casino app.

- ✓ Delivered monetization-focused features that significantly improved engagement, retention, and ARPU.
- ✓ Performed A/B tests with analysts to optimize funnels and user behavior flows.
- ✓ Collaborated with engineers, designers, data & system analysts and overseas QA teams to manage feature lifecycles performance issues.