

# Asaf Konyak

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## About

Experienced Product Manager with a demonstrated history of working in the internet industry. Skilled in Business Process, Customer Relationship Management (CRM), Databases Visio. Strong product management professional with a Bsc focused in Industrial Engineering from Holon Institute of Technology.

## Work Experience

### 2019.2 – Today – IdoBet – Head of Product Managers

- set our product strategy and take the lead on the roadmap while working closely with Marketing, R&D and Sales teams.
- Researching and analyzing strategic and competitive information to constantly optimize the products and its performance.
- Conduct frequent meetings with our customers to understand their pain points
- Work alongside stakeholders to define product strategy and develop plans to meet our objectives
- Translate the product vision into a set of deliverables and continuously work with the development team
- Maintain a solid and well prioritized backlog that reflects the product vision and our customers' needs
- Conduct product user research and create product user requirements
- Have a keen eye for product usability collaborating with designers on the UX/UI
- Forecast, measure, and analyze the impact of our product releases
- Identify market opportunities and build business cases
- Lead the product team of 4 product managers tasks

### 12.2017 – 2019.2 – NeoGames – Product Manager

- System analysis of cross platform products: Backend application, Bonus and Promotion mechanisms, CRM tools, Affiliate system, BI, etc.
- Defining and characterizing new requirements based on product strategy and customer needs.
- Writing feature, stories and requirements documents - PRDs
- Performing analysis and specification for integration with 3rd party systems
- Working closely with multiple departments at company: CRM and Analysis, B2C, Compliance and Support, Technologies, Finance etc.
- Be an owner of features and products, end to end

### 2016.09-2017.12 – Amdocs – Business Analyst

- Leading solutions design of: multi-line of business projects for Telco industry, Billing BSS, OSS and Digital projects.
- Gathering requirements according to market and customer needs,
- Leading the business/technical solution and cross expert teams with responsibilities for architecting solutions, providing scoping and design for new features, projects or change requests.
- Interface inbound with sales, presales, engineering, R&D, account architects and outbound with customer architects throughout the project and product establishment lifecycle.
- Following customer/field inputs and delivery implementation needs, working closely with the engineering and R&D group for gap analysis & new development.
- Responsible for writing PRDs documents, and supporting R&D and QA. Working in Agile methodology.

### 2014.02-2016.09 – Amdocs – Professional Services Specialist,

- Managed several Professional Services team members located in Israel, Cyprus and India.
- Customer facing development role introducing tailored solutions from initiation phase to post production.
- Design and implement CRM data models, UI\UX business process flows and applications using REST and SOAP APIs with in-house customized business process engine.
- Working closely with the R&D group to identify gaps in the product and writing new product requirements.
- Ongoing customer's support including on-site training/workshop/demo.

### 2011.08-2014.02 – Orange – Billing Engineering

- Translate marketing and business needs in order to provide application solutions.
- Develop and implement billing information systems according to priorities and business requirements using: SQL, PL/SQL and CRM & Billing systems.
- Develop customized reports per specific needs and requirements.
- Establish and maintain a SharePoint portal serving an IT department.

### 2009.12-2011.08 – Intel (Micron) - Business Analyst (Student position)

- Performed complex analysis for the different business units with focus on HR.
- Presented data analysis findings to executives and other stakeholders across the company on regular basis.
- Owned and managed the HR management systems for the Israeli operations. Dealt extensively with data quality, interfaces and definitions of basic modules.
- Streamlined and improved business processes using automation and computerized tools.

### **Education**

BSC, Industrial Engineering & Management, specializing Information systems, Holon Institute of Technology (HIT), 2011.

### **Software and Application**

Visual Studio, VISO, MS-PROJECT, DB Oracle & SQL Server, SharePoint, CRM Vantive, , Docker , Jenkins ,HTML / CSS . Google Analytics, Jira , Hotjar, Google Analytics, Trello ,XD

### **Military Service**

“Oketz” (IDF Dogs Unit) – Commander and instructor in the unit.

### **Languages**

Hebrew – mother tongue. English – high level (writing, reading and speaking).