

JAY (YAIR) HAREL

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HIGHLIGHTS

- Product leader: *create and manage products that bring in millions of dollars.*
- Team builder: *build and lead teams of product managers and engineers.*
- Customer focused: *bring the user perspective to any discussion with a keen eye for design.*

EXPERIENCE

Director of Engineering and Product Management

Sunnyvale, CA, 2010-present

SIMCO – Profitable private company providing software and services to corporations worldwide

- Lead teams creating web based asset management solutions used by large corporations.
- Head software engineering, product management, UI design, QA, and technical writing.
- Design and implement compliance solutions adopted by heavily regulated biotech companies.
- Oversee business intelligence, analytics, and executive reporting.
- Ensure the highest level of customer satisfaction by constantly improving processes.
- Introduced and successfully implemented agile methodologies.

Founder, Head of Product and Engineering

Sunnyvale, CA, 2009

INTERVU - Startup company facilitating online journalistic interviews

- Conceived and built an automated interviewing platform aimed at revolutionizing journalism.
- Created the UX concept, designed the user interaction flows and implemented the front end.
- Developed product requirements documents and specified the information architecture.
- Built a roadmap and executed on it, bringing the product to beta stage.
- Hired, led, and motivated a global team of 4 senior developers compensated by sweat equity alone.

Director of Product Marketing

San Mateo, CA, 2008-2009

FIXYA - Operating a crowd-sourced consumer website

- Improved the website's performance resulting in record 300% traffic growth to 12 million unique users.
- Specified and launched 80% of the front end and back end features.
- Optimized conversion through proactive testing, SEO, and engagement analysis.
- Balanced usability, monetization, and feasibility by guiding the engineering, analytics, and design teams.
- Owned the company's B2B product line and managed strategic partnerships with Fortune 500 companies.

Co-founder, VP Product Marketing and Business Development

Sunnyvale, CA, 2006-2008

TRIPPIO - Startup company providing services for social networks and dating sites

- Specified and built the world's first SaaS platform for online speed dating.
- Oversaw product management, marketing, business development, and finance.
- Led the design of an innovative user interface utilizing streaming video and real-time interaction.
- Formulated product requirements (MRD, PRD) and a roadmap backlog.
- Crafted a business plan and financial models leading to venture funding.

JAY (YAIR) HAREL

Strategic Marketing and Business Development Manager

Sunnyvale, CA, 2004-2006

SPANSION - The largest dedicated flash memory manufacturer, spun out of AMD and Fujitsu

- Created a strategy for commercializing breakthrough mobile products.
- Guided a global team of business development professionals based in Europe and East Asia.
- Managed strategy analysis, forecasting, budgeting and P&L modeling.
- Analyzed and projected trends in mobile communication, media and storage.
- Planned and executed public relations activities; presented at conferences and tradeshows.

Director of Product Management, member of the founding team

Somerset, NJ and Israel, 1998-2003

VIOLA NETWORKS (acquired by Fluke Networks) – Network testing software company

- Managed a line of products from concept to \$4 million in revenue, winning “Product of the Year” awards.
- Supervised a team of marketing and product professionals and led several successful product launches.
- Overcame market penetration challenges by facilitating the creation of a new product category.
- Led an engineering team aided by design consultants to create a groundbreaking user interface.

Software Group Manager

Israel, 1995-1998

M-SYSTEMS (acquired by SanDisk) – Pioneering developer of mobile and embedded storage solutions

- Managed joint development projects with Microsoft, resulting in full integration with Windows CE/Mobile.
- Led a group of software developers creating new kernel-level products and technologies.
- Generated sales by creating marketing collateral, calling on customers, and speaking at conferences.

EDUCATION

MBA

Ithaca, NY

CORNELL UNIVERSITY – Johnson Graduate School of Management. Received a merit scholarship.

MS in Computer Science

Tel-Aviv, Israel

OPEN UNIVERSITY. Studied distributed algorithm visualization.

BS in Electrical Engineering, Minor in Mathematics

West Haven, CT

UNIVERSITY OF NEW HAVEN. Graduated with high honors.

PROFESSIONAL ACTIVITIES

- Board member at Camp Quest West (a non-profit), advisory board member at pricera.com.
- Help nonprofits and for-profits formulate and implement their online marketing and social media strategy.
- National Science Foundation SBIR/STTR mentor and reviewer, helping applicants craft their business plans.
- Israel Defense Force veteran (sergeant), served 3 years as a communication engineer.

SKILLS

- Product, engineering, and general management
- Agile and Scrum methodologies (CSM)
- User experience design and optimization
- Complex program and project management
- Analytics, business intelligence (BI), data mining
- Cloud based enterprise software, SaaS
- Photoshop, Dreamweaver, Balsamiq
- HTML, CSS, some JavaScript, PHP, and jQuery
- Java, C++, SQL (a bit rusty)
- Linux and Windows system administration