GAL OFEL

Product Manager, Business Developer, Entrepreneur

📞 +972-54-6686840   @ gal.ofel@zoostr.com   🔗 https://www.galofel.com/

EXPERIENCE

Director of Retail & e-Commerce Products
Cellebrite, Mobilogy Division (acquired by ESW Capital)

📅 2017 - Ongoing

- Leading retail, e-commerce, digital & CSP products in B2B & B2B2C
- Overall responsibility: product management/ownership, product marketing & strategy
- Continuously deliver disruptive new products and business models in 3 months' timeframes
- Product innovation using automation / ML resulting in 100s times faster user flow & lower friction
- Introducing product analytics and A/B testing for data-driven decisions

Head of Product
Shop 'N Teams - Social Circles Loyalty App

📅 2016 - 2017

- Building & designing disruptive B2C social loyalty program and app, dramatically increasing reward programs' engagement
- Design innovative UX, optimizing GTM, user onboarding, engagement & growth

Head of Software Solutions
Telco Systems - Cloud Edge Solutions

📅 2014 - 2016

- Driving new business with tier-1 customers through new product design and go-to market: edge cloud virtualization solution
- Leading the growth of the companies eco-system from a single partner to over 15 best of breed technology partners

Founder & CEO
Zoostr - the Entrepreneurs FinTech App

📅 2011 - 2014

- Development from idea to 50,000 active users' acquisition and initial paying users, including team buildup, delivery & online marketing
- Build partnerships & custom offering with leading payment gateways

VP Product
Perfecto Mobile

📅 2006 - 2011

- Product offering & ecosystem continuous evolution driving 50% to 100% annual revenue growth
- Establish strategic partnership with Accenture and driving business with strategic accounts such as DoCoMo, Vodafone & Travelocity

LIFE PHILOSOPHY

"Those who do not make mistakes, will never be wrong. Try, experiment & educate yourself."

MOST PROUD OF

🚀 **Starting Zoostr**
Turning my idea to a product with satisfied users at a zero budget

📈 **From saturation to growth**
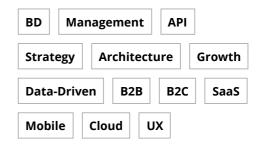Building strategy & products for growth

🎖 **Courage**
Getting into new markets & technologies

🏆 **Excellence in service: IDF / 8200**

EXPERTISE

BD	Management	API
Strategy	Architecture	Growth
Data-Driven	B2B	B2C	SaaS
Mobile	Cloud	UX

LANGUAGES

English ●●●●●

Hebrew ●●●●●

French ●●●○○