



Omri Anders Tsoref

Product Manager

Details

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Email

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Skills

Product Management



Agile methodology



User empathy



Digital Marketing



Project Management



Client Acquisition



Cross-Functional Team Leadership



Research



UX



Languages

English



Hebrew



Danish



Links

Website

Profile

A User-focused Product manager.

Experienced Product Manager with over 9 years in senior leadership roles, skilled in large-scale and seed-level program implementation, strategic planning, product life cycle management, and profitable product platform strategies.

Employment History

Senior Product Manager, IndieFlow

2022 – Present

- Leading product strategy, conducting user research, defining features on both technical and UX levels, and overseeing the development end to end in an agile methodology.
- Analyzing market trends, gathering insights, and aligning product roadmaps with company goals.
- Effective communicator and collaborative leader, driving the development of innovative products that increase user retention
- Managing scrum ceremonies and deadlines in order to uphold sprint productivity
- Creating professional materials for musicians to access within the platform

Marketing and Product Specialist, Session 42

2021 – 2022

- In charge and responsible for all company products top to bottom: from Product strategy, PRD, managing scrum, hands-on QA and Product-market-fit strategy, including the company's innovative NFT product and Blockchain-based Music Distribution service
- Responsible for building and executing Marketing Strategies for the company and its artists
- Creating documentation and shared-learning for all product components

Owner, OATS

2015 – 2021

- Product and Project Management and Consultancy for cultural institutions and artists
- Music Label Management in all levels – Artist Management, Distribution, Community building, Marketing, Booking and Stage Management
- Generating market and competitor research and analysis, creating artist & brand and marketing roadmaps, following end to end. Also, innovated and led projects during all COVID-19 lockdowns employing hundreds of artists and crew members; Sold company to Session 42

Product Manager, The National Library of Israel

2016 – 2018

- Responsible for conducting user research, defining product strategy, planning and executing the new digital library product; an entirely new, general audience-facing website based on legacy systems
- Transformed the organization to a digital-first mindset and worked at a fast-paced agile team within the corporation, communicated the project to all departments, and integrated the new product into all user levels.

Product Manager, Luminox health

2014 – 2015

- Creating experience-driven products for corporate clients in the e-health industry, including TEVA and J&J Innovative Medicine.
- Product lifecycle management from ideation, through delivery to client and version management
- UX wireframing and mockup building

Head of New Media, Harel - Moradi PR

2011 – 2014

- Managing, recruiting, and training creative thinkers for social media management
- Managing high-budget clients from top to bottom - including digital marketing strategy, social media content creation, community management, campaigns, and lead generation for international B2B and B2C clients such as: General Mills, Yamaha motors, Schwartzkopf professional, Phillips and more.
- Created Israel's first social media-based support app (client: mobile network provider Golan telecom)

Social media project manager, Virus Israel

2009 – 2011

- Creating SMM strategies and digital guerilla campaigns
- Building and maintaining brand presence for big-budget local and international clients
- Managing and analyzing performance campaigns in digital media
- Trend-spotting for ad agencies and creating brand positioning reports
- Created Israel's first social media-based focus group

Freelance writer and photographer

2005 – 2011

- Weekly recipe columns for major Israeli portal Mako.co.il
- Commercial, editorial, and live-show photographer
- Copywriting for digital campaigns, branding, and BTL marketing materials
- Clients include Timeout Tel-Aviv, Tulip (local boutique winery), and Erroca (snuglasses brand)

Military service, IDF

2006 – 2009

- Assistant ammunition liaison
- Received three honorary mentions during active duty and while serving in reserve forces

Courses

Social Entrepreneurship Specialization, Copenhagen business school

2023

Duke University correspondence, AI Product Management Specialization (ML)

2021 – 2022

Music business trends and strategies, Berklee online

2020

Digital cultural heritage preservation, Berlin State Library

2017

Education

Nofey Golan, Secondary school

2002 – 2006

Graduated with honors, majored in social studies and theatre

Professional skillset

Go-to tools

Clickup, Miro, Mixpanel, IFTTT, Photoshop, Avid, Excel

Stack experience

JS, SQL, HTML, Visual Studio, Xcode

Production experience

Abelton 11, Push 2

Hobbies

At home:

Sewing, Needle Punching, Cooking, Music production, Plant keeping, Screenwriting (currently developing a horror series).

Outdoors:

Biking, Yoga, Pilates.