YAACOV KRIEF

Project & Product Management
Biz Dev

Dynamic management professional with 20+ years of experience leading technical projects in Israel and Europe. Multilingual (French, English) with a wealth of transferable skills from experience in Israeli High Tech compagnies. Extensive experience in agile web project management and Business dev.

📞 +972523895976   @ yaacov@krief.org   📍 Tel Aviv, Israel

Account manager, Business development, Project management

Experience

Project Manager Agile (scrum)
Margin Tech
Today   📍 Tel Aviv
Technical Specification and Project Management
B2B

Account manager
Isratransfer
Dec 2016 – Feb 2018
Israel's most trusted currency exchange experts.
Sales and Business Development French Market

Project Manager (Scrum) – Product owner
Creopolis
Feb 2007 – Dec 2016
Founder and project manager of the Showberry CRM (Saas)

Account manager & Project
Linil (Self-employed)
Aug 2006 - Feb 2007
Technical Specification and Project Management

Project Manager
Tropic Telecom
Mar 2001 - May 2006
Web company
Open source migration (asp to Php). CRM and portal project.

Specification, project management.

Account manager
Targetmatch
Jan 2000 - Feb 2001
Web Company - Datingclub.com
Business development France. B2B partnerships with major media and ISPs. 15 white labels with French major sites

Account manager
Babylon.com
99 - Dec 2000
Business development France. B2B partnerships with major media and ISPs - Top 5 downloads

Education

MBA
Sorbonne University
1994

BA Management and Economics
Sorbonne University

Graduate Year Program
Hebrew University of Jerusalem
Aug 1994 - June 1995
International Graduate Programs

Courses
Scrum Alliance Course (Agile foundation)
Jan 2013

Skills

Project Management
Product Management
Account management

Soft Skills
Entrepreneurial
Teamwork
Problem-solving
Time management
Strategy
Stress management
Creativity

Languages
French, English, Hebrew

Tech Skills
PHP, HTML5, CSS, bootstrap, Microsoft Office, Hubspot, Zoho, agilecrm, Fresh crm, Joomla, WordPress, Adobe XD, Uxpin, Sketch, Photoshop, Illustrator.

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Babylon.com

B2B. Manage and develop long-term partnerships with some of the biggest internet companies in France (ISP's)

B2C. Increase downloads (First place on download.fr, zdnet.fr and yahoo.fr)

SEO. Manage relationship with media and webmasters regarding engagement and product adoption in order to exceed commercial targets. Identify and lead up-sell and cross-sell opportunities to drive new business growth through greater reference ability.

Targetmatch

Manage and develop long-term partnerships with some of the biggest Online Media in France

User registrations growth. Manage relationship with webmasters regarding engagement and white label adoption in order to exceed commercial targets. Identify and lead up-sell and cross-sell opportunities to drive new business growth.

Influence future lifetime value through higher product adoption, customer satisfaction and overall engagement

Tropic Telecom

Project manager (web). Set up technological migration from Microsoft technology (asp) to open source (Php)

Gather end user requirements, Work with IT and R&D on systems interfaces, Work with external contractors to integrate various systems, Test and deploy integration releases. Business processes analysis.

Creopolis

COO – Product Owner Agile Method

Product Specifications: Write and consult on complex product specifications while accounting for design challenges and external dependencies. Collaborate with multiple departments, including R&D, UX and Pre-sales, while managing the full product life cycle in a dynamic environment to monitor progress and deliver high-quality product releases

I had the full ownership of the product, drove the technical development, innovations and prioritized new features and enhancements to existing features (Agile Method). Actively and consistently supported all efforts to deliver a comprehensive and best customer experience. Ensured deadlines are constantly being met and remove roadblocks.

Conducted market research and engage with customers, prospects and partners to identify market needs and opportunities.

Isratransfer

B2B and B2C business development. Managed all the incoming lead-in streams: organized, sorted, fact and data checking and proofing, and further data enrichment for future business development. Managed customer accounts through the CRM platform, including lead and marketing qualification.

Managed various social media campaigns (Google Ads, LinkedIn and others).

Worked by KPIs for constant improvement: Daily review and handling, prepare and present weekly review and summary for management, while creating new KPIs when needed.

Wrote and proofed marketing content for the website and landing pages, brochures, direct messages, etc.

Margintech

Product Owner Agile Method

Gather end user requirements, Work with IT and R&D on systems interfaces, Work with external contractors to integrate various systems, Test and deploy integration releases, Business processes analysis.

Product Specifications: Write and consult on complex product specifications while accounting for design challenges and external dependencies. Collaborate with multiple departments, including R&D, UX and Pre-sales, while managing the full product life cycle in a dynamic environment to monitor progress and deliver high-quality product releases