



# IDAN DADON

Senior Product Manager

Product Advisor

## SUMMARY

I learn every day and constantly improve. Honest, self-motivated, ambitious, goal driven and cannot be outworked. Most importantly, I lead by example and get things done.

## SKILLS

### PRIMARY

Analytical | Strategic | Creative |  
Technical | Problem Solving |  
Multitasking | Entrepreneurship |

### OTHER

Risk Management | Decision Making |  
User Testing | Behavior Analytics |  
Product Management | Growth |  
Requirements Definition | Marketing |  
UX & UI Design | Agile | SCRUM |  
Coding | Roadmap Planning |

## CONTACT

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### LEARN MORE

[IdanDadon.com](http://IdanDadon.com)

[LinkedIn Profile](#)

## WORK EXPERIENCE

### Viber, Senior Product Manager and Product Mentor 2018- 2020

- Led cross functional teams to design, iterate, launch and scale tens of product features, **increasing engagement** by encouraging new conversations and optimizing **retention** by **10%** for over **100M DAU**.
- Designed and governed a **product analytics** platform (Mixpanel) to nurture a **data-driven** culture among **400 employees** globally, resulting with **15X increase** in **data queries** and **5X more adopters**.
- Led team of 13 product managers to develop autonomy, resulting in established **frameworks**, **expertise** and **product quality** demonstrated by changing how **80% of tasks are prioritized**.
- Worked closely with **CEO** and **management**, led efforts to **redefine** company **KPI's & strategy** by incorporating **user behavior** insights resulting with **20%** more "Power Users" and **15%** overall growth.

### noSolo, Co-Founder, Chief Product Officer 2015- 2018

- Managed **product requirement definition** & architecture, leading to **3X faster** time to **launch** (2 months instead of 6).
- Managed **SCRUM**, **Lean and agile product development** with local & remote teams on **Cross Platform** apps.
- Designed the **UX**, analyze **user needs** by feedback & conducted research, **increasing DAU/MAU** bypassing the industry rate of **25%**.
- Led product to **increase customer engagement** by **5X** for leading brands like Fanta, Guinness & more.

### MultiDine, Co-Founder, Chief Product Officer 2008- 2015

- Engineered, **designed** and **launched** several iterations of a 50" touch- device (Hardware) resulting with **the slimmest industry-grade solution** available, at **50% of the cost**.
- Managed **product definition** & software development of **mobile** and **desktop** based apps working with **multi-cultural** teams.
- Scaled product for **global expansion**, picked up by Dell and AT&T leading to **global manufacturing and distribution**.

## EDUCATION

**Honors MBA** (Ben Gurion University, Israel) **2010- 2011**

**B.Sc. Information Systems Engineering** (BGU) **2006- 2010**

**Winemaking** – Online & Books, Self-taught.

## OTHER

**Mixpanel**, Strategy and Product Advisor **2020- Present**

**Head of Computers & Information Systems** unit in the Army.

**Entrepreneur & Founder:**

- Top Innovators on Forbes.com
- Top 50 start-ups – WebSummit & Pioneers Challenge
- Inventor of Global (WO) Patent

**Gems Winery** Founder, farmer and winemaker **2008- Present**