

# Roni Nakache

## Product Manager | Platform, Data & AI Systems

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Product Manager specializing in AI, platform, and data products for B2B SaaS. Led development of CRM and LMS platforms serving 5K+ users, delivering GenAI features that reduced manual effort by ~30%. Outside of work, I build and launch AI products with paying customers.

## PROFESSIONAL EXPERIENCE

### Senior Product Manager | IronCircle (ThriveDX) 2025 - Present

- Owned and delivered core LLM-based AI features, including an on-demand AI assistant for student support and an AI content generation platform for automated course creation, reducing manual content creation effort by ~30%
- Built a structured content platform, defining data models, orchestration, and system integrations
- Defined product and technical requirements across APIs, data structures, and automation logic
- Partnered with engineering on system design and scalable architecture

### Product Manager & Technical Lead | IronCircle (ThriveDX) 2024 - 2025

- Led enterprise CRM transformation, redesigning Salesforce architecture and unifying data models across core business domains
- Delivered a product transformation that reduced the student enrollment journey from 48 hours to approximately 5 minutes through workflow automation and system redesign
- Orchestrated sprint planning, backlog prioritization, engineering capacity planning, and technical delivery while leading a team of Salesforce developers
- Designed scalable data models, lifecycle logic, APIs, ETL pipelines, and automation workflows to support enterprise CRM operations

### Product Manager | IronCircle (ThriveDX) 2023 - 2024

- Built centralized lifecycle platform consolidating systems and workflows
- Defined data dependencies and system behavior for reliable operations
- Translated operational gaps into structured product and automation solutions

### AVP of Marketing Technology | IronCircle (ThriveDX) 2022 - 2023

- Defined and launched internal MarTech products that automated lead management and accelerated new university and program launches from months to weeks
- Managed a cross-functional team delivering 200+ marketing web assets for 20+ U.S. university partners
- Defined data ingestion and synchronization across business systems
- Led development of internal data-driven marketing platforms

### Head of Creative Services | IronCircle (ThriveDX) 2016 - 2022

- Led a team of 30+ designers, developers, QA engineers, and project managers while establishing scalable delivery and collaboration processes

### Head of Graphic Design & UI/UX Program | HackerU 2017 - 2022

- Built and led the Graphic Design & UI/UX program, developing curriculum, managing 6 instructors, and teaching 15+ cohorts totaling 600+ students

## EDUCATION

Data Analyst & BI Program - HackerU  
Full Stack Developer Program - HackerU  
Graphic Design Degree - Avni Institute of Art and Design

## ADDITIONAL INFORMATION

**Languages:** Hebrew (Native), English (Fluent)

**Skills:** Technical Product Management, AI Product Strategy, AI Feature Development, LLMs / Generative AI, APIs, Workflow Automation, Platform Products, Backend Systems, SQL, Cross-functional Leadership, Roadmap Ownership & Prioritization

**Platforms:** Jira/Confluence, Bitbucket, Figma, Salesforce (Architecture), APIs & Integrations