

# Yoav Schatz

Product Manager | Product Marketing

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- 5+ years of experience as a PM and Owner; I have managed diverse physical complex products with mobile apps.
- My intuition revolves around data-driven innovative products. Utilizing methods of project mgmt., usability, & process engineering.
- My forte lies in product complexity, in multiple industries and markets experience, and in leveraging my user empathy and problem solving experience
- I am driven by curiosity and self evolvment. Searching for a mutual development of product that impacts users.

## Airosphera

2022 - 2023

airosphera™ 3 IOT smart personal devices, controlled by app and AI engine

**Product Manager:** B2B2C: a Well-tech based Bio-tech products:

Products were desigend to APAC and USA with Supply chain, personal app & IOT of personal info.

- Performed **5 product discoveries:** that included product strategy, positioning and road map. I successfully presented a full product ecosystem built on related BizDev activities I promoted.
- Joined **10+ BizDev efforts as a product**, Presented product market fit and potential. Partners from APAC.
- **Product manager of 3 devices:** Smart air purifiers that contains Embedded; Mechanical; Chemical; IOT; System; Mobile App; Machine learning engine.
- **3 AI engines development**, with a ML team. Managed features, performed 2 iterations on users.
- Performed surveys and 2 tests of 20-30 users. Performed analytics (FullStory) and presented road maps.
- Personal development [Mentoring program](#) ; [Product ML course](#) ; [Product marketing course](#)

REE Automotive  
2015-2022



REE NSDQ; Commercial Electric vehicle. Autonomous ready

**PM in a team.** from MAR2020; B2B; Automotive product, built from scratch.

- Product discovery of a bottom up designed vehicle, 50M\$: **Successfully achieved PRD approval.** Worked with BizDev and built a roadmap and it's tech AR's - downloaded to manufacturing, design & BizDev groups.
- Product rep in **BizDev activities:** Presentations in front of potential clients, users and partners, 10M\$+ projects
- **Oversaw product data setting** and monetization - Managed data sources in vehicle (more then 100 sensors). Initiated 3 monetization projects. Promoted prioritization of features backlog.
- Vehicle Serviceability build, Managed a group of 15 stakeholders + partners. Reported to 'C' level management.
- Personal development [Mentoring program](#) ; [System engineering course](#)

## Softwheel

2015-2022

**SOFTWHEEL**

Part of **REE**

Innovative wheel for Wheelchairs & Bicycles

**Product Owner.** Medical device; B2C; From scratch to 20+ countries distributed Med product:

- Product owner of 2 full product develop cycles. From market fit analysis, through RnD & manufacturing to Product marketing, MarCom activities and road shows.
- **BizDev activities:** Distributors recruitment & POC, investors presentations, suppliers relations build.
- **Recruited and managed a team of 6**, engineers, QA and Operations.
- Oversaw testers group, influencers, all the serviceability and any **product phase in Sales and Marketing.**
- Successfully completed 4 manufacturing ramp up, in total of 8 deferent product NPI's.
- Oversaw and managed Medical device Regulation approval (ISO 13485) in NA (FDA) and EU (CE).
- successfully led Reimbursement programs in EU, NA, Australia and South Korea.

-Personal development [PM course](#) ; [Product advisor](#)

# Engineering experience

**intel** [Intel](#) (3 years) Process and tool engineer, in the lithography department.  
Successfully led a cost reduction project of **500K\$ yearly** ;  
**Technical leader of 5 technicians.** Oversaw unstable critical points & managed troubleshoots  
 [Intovision Design](#) (2 years) R&D engineer design, prototyped and tested **4 deferent machines.**  
(Solidworks), that included , embedded integration, product UI design, and various materials work.

## Education

M.Sc. Machine Engineer; [Tel Aviv University](#) ;  
Thesis, [Prof Ofer Shai](#): Implementation of computer science theories in mechanisms  
B.Sc. Mechanical Engineer; [Ben Gurion University](#);  
Project, [Negev Nuclear Research Center](#): Capillary high capacity heat pipe: Design, production and testing

### Volunteering (current)

[Sahar](#) : Online Emotional and distress reaction. Respondent  
High-tech protest movement - Regional manager. Member of Motivation and Resilience national team.

### Military

A combat soldier, commander & paramedic in a platoon

### Leisure

Family & friends; Sports; Meditation retreats; Music shows; Reading