

Yoel Frischoff - Product management & Strategy

I am a hands-on consultant, specializing in Ideation to Product Launch phase.

As an accomplished senior product manager, I excel in crafting and executing product strategy that drives success in both B2B and B2C markets. My leadership abilities and multi-disciplinary expertise enable me to lead cross-functional teams effectively.

With strong analytical skills, I develop product specifications and prioritize user experience to create seamless and impactful solutions. I have a solid understanding of SaaS products, which allows me to deliver scalable and industry-specific offerings.

If you seek a results-oriented product manager who can navigate complex challenges and deliver exceptional products, I'm here to drive your vision to fruition.

Experience

EyeClick Edu Interactive games in the classroom. In **just six months** I built a suite of interlinked software products:

- Game console (android)
- Content Management system (web app) with authoring and distribution tools
- Media controller (mobile app) enabling use of the game console for games and media

In this role I set up a **content operation** (teachers - content editors, Voice artists, translators, educational psychologist, and counselors) and developed 200 educational games.

Additionally, I built a mini-site for this suite of products, connecting in-bound and reach-out traffic to lead generation and CRM tools.

Working as a freelancer on this project building and leading a team comprising of local and offshore UX specialists, game studio, android, and web developers to deliver top value, rolling out this ambitious plan in record time.

AudioDots TvDots An Automated News-to-Video platform (OTT/Web). The platform incorporates AI based Text-to-Speech service, an automated video generation service, wrapped by an operational layer incorporating video advertising at x10 revenue.

Proprietary technology was developed for automatic injection of SSML tags into the text-to-speech feed. (co-authored patent).

As CPO, I developed and launched:

- Text-to-speech pipeline: Selecting vendors and developing proprietary technology
- Video generation pipeline: Selecting vendors, cost analysis
- Cloud and CDN architecture, costing, and pricing
- OTT (Roku) and Web video players and integration
- Integration with programmatic advertising exchanges

AudioDots LiveLingo A human-in-the-loop AI video localization tool, reducing cost by 80%. I built the offering, pricing oadmap, product :

- Machine translation pipeline and human interface (30 languages)
- Text to Speech vocalization
- Soundtrack automation

Development included technology stack selection, cost analysis, pricing, SLA, followed by a production level demo

ShoppingDay Geo localized, time sensitive local coupon platform, catering for commuters and local vendors in city centers. As a product manager, I defined the user flows, screens, and platform dependent features.

- Landing page sending users to the mobile apps (android, iOs)
- Mobile apps, connecting to calendar, GPS, and notification center
- A vendor Tablet app, enabling upload of images and offers
- A shopkeeper app, enabling coupon approval

ZooZ medical Fall prevention training platform for the elderly. I was responsible for

- Seed funding, securing \$100K from Sheba hospital
- Management of subcontractors, hardware, software, integration, safety standards and medical regulation. I develop a system comprising of hardware (electrified textile, controller, firmware, analysis software, and video games) in record time and extremely tight budget.
- Clinical trials in hospital and constructing a CRF trial protocol
- IP Management: Patent registration

Attenti - HomeFree Electronic monitoring watch and bracelet for Alzheimer's disease patients. In the major overhaul of the hardware architecture, I reduced TCO - Total Cost of Ownership by 50%, through unification of battery and bracelet maintenance cycles.

Additional activities

- Lecturer: Bezalel Academy for art and design; HIT
- Product management Lecturer: SQ Labs
- Startup Mentor: Google for Startups
- Startup Mentor for the MENAT region: hafla.org
- Board member Ariela foundation
- Competitive Masters Rower, Paddler

Education

- **MBA - Major in high tech management**, Kellogg Recanati School of business, Northwestern University / Tel-Aviv University
- **B.des, Industrial design**, Bezalel, Academy of Art and Design

Contacts and Links

- Company website <https://theroadtlv.com>
- LinkedIn <https://www.linkedin.com/in/yoel-frischoff/>

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