JONATHAN AZOUGY

Madrid, Spain | (+972) 509 555 511 | jonathana@student.ie.edu | linkedin.com/in/azougy

PROFESSIONAL SUMMARY

Product Manager with 5+ years of experience across SaaS, eCommerce, and cybersecurity companies, managing products in B2B, B2C, and B2B2C markets. Led high-impact projects including a 20% uplift in checkout conversion, 50% growth in API adoption, and a 53-point boost in site performance. Reported to C-Level, built product roadmaps, and drove execution across global teams. Entrepreneurial experience as Co-Founder of MILLA, a real estate tech venture.

EDUCATION

IE BUSINESS SCHOOL — **MADRID, SPAIN**
International MBA - Master's in Business Administration — EXPECTED DECEMBER 2026

REICHMAN UNIVERSITY — **HERZLIYA, ISRAEL**
BSc, Computer Science & Entrepreneurship — JUNE 2022

- Co-Founder, Proptech IDC.

PROFESSIONAL EXPERIENCE

STOR.AI (E-commerce SaaS, B2B & B2B2C, Estimated Revenue: $15.8M) — **TEL AVIV, ISRAEL**
Digital grocery platform for retailers across the U.S. and Israel
Product Manager (Product Manager Dept.) — JUNE 2024 - APRIL 2025

- Improved checkout UX and payment flows, boosting conversion by 20% and ensuring regulatory compliance.
- Integrated Google Maps API, enhancing address accuracy by 40% and reducing failed deliveries.
- Drove A/B testing across key checkout screens and optimized flows via GA and Mixpanel, resulting in a 30% uplift in paid feature adoption.
- Coordinated execution across IL and U.S. teams to deliver a key checkout feature 3 weeks faster and cut down dev handovers.

GINGER SOFTWARE (AI Writing Tool, SaaS – B2B & B2C, Estimated Revenue: $13.8) — **TEL AVIV, ISRAEL**
AI-powered grammar and writing assistant with global user base.
Product Growth Manager (Product Manager Dept.) — MAY 2023 - MAY 2024

- Increased API adoption by 50% through integration and promotion via RapidAPI.
- Ran A/B tests on different UX elements and pages to improve user retention by 20% and average session duration by 15%.
- Expanded SMB and reseller channels, contributing to growth in market share and revenue by 12%.
- Integrated 5 payment gateways across U.S., IL, and India, ensuring compliance with region-specific policies and reducing failed transactions by 30%.

PERIMETER 81 (Cybersecurity SaaS, B2B), Total Funding: $165 | Valued at $1B) — **TEL AVIV, ISRAEL**
Cloud-based network security platform.
Product Manager (Product Manager Dept.) — JANUARY 2022 - AUGUST 2023

- Enhanced website performance by 118%, boosting UX and lead conversion.
- Increased ARR by shifting customers from monthly to annual plans.
- Partnered with Engineering and Data Science to decrease drop-off in onboarding flow by 25%, fixing step-level logic and edge case errors.
- Collaborated closely with Marketing and Design on UX storytelling, content strategy, and special website promotions, increasing demo conversion rate by 20%.

LANGUAGES

Hebrew (bilingual) | **English** (native) | French (Professional) | **Spanish** (intermediate).

TECHNICAL SKILLS

SQL | Google Analytics | Mixpanel | Big Data | Figma | Adobe XD | HTML | CSS | JS | WordPress.
Jira | Monday.com | Miro | Salesforce | Intercom | Marketo | Zendesk.
Agile Methodologies | Product-Led Growth (PLG) | A/B Testing | Market Research | UX/UI Design.

OTHER INFORMATION

- **Entrepreneurship**: Co-founded *PropTech IDC*, an academic initiative connecting students with top real estate firms (e.g., Azrieli Group, Canada-Israel), enabling 50+ job placements.
- **Projects**: Programmed *Easy Allergy*, a mobile app helping users with dietary restrictions filter restaurant menus with ease.
- **Personal Interests**: Passionate about culinary arts; regularly host themed dinners for 10+ guests exploring global cuisines.