

# Moran Malachi

BUILDING PRODUCTS THAT PEOPLE LOVE

## DETAILS

+972-54-3456988

[moran.malachi@gmail.com](mailto:moran.malachi@gmail.com)

[LinkedIn](#)

## SKILLS

Leadership

Communication

Adaptability

Decision Taking

Creativity

Teamwork

Problem-Solving

## Languages

Hebrew

★★★★★

English

★★★★☆

## EXPERIENCE

### VP PRODUCT @ Passion.io

Remote

10/2022 – PRESENT

Defined and executed the product strategy and vision, guiding a team of product managers and UX designers to launch products in the dynamic creator economy landscape successfully

- Drove significant increases in customer engagement by implementing data-driven strategies and user-centric design principles.
- Spearheaded the transformation of the existing desktop experience into a seamless and immersive native app experience, resulting in enhanced user satisfaction and improved retention rates. Increasing customer's end-users engagement with the app.
- Implemented innovative features and functionalities that significantly increased end-user engagement with the app, driving higher customer satisfaction and retention.

### Director of Product @ WalkMe

Tel-Aviv

10/2021 – 10/2022

- Managing and mentoring a team of 3 product managers overseeing 3 development teams.
- Communicating constantly with WalkMe's customers and providing solutions to address their pains and extra value from the product.
- Taking a key role in setting the company vision and strategic planning and leading them to execution.

## **Senior Product Manager @ WalkMe**

Tel-Aviv

02/2020 – 09/2021

## **Senior Product Manager @ Wix.com**

Tel-Aviv

01/2016 – 02/2020

Leading the ideation, technical development, and launch of innovative products for the Wix Premium Services team.

- Reducing customer churn and optimizing the conversion to premium.
- Providing Wix customers valuable tools to manage their Premium Subscriptions, invoices, and payment methods.
- Leading and launching a new personal initiative product to support the growth of Wix Partners and providing support to the Wix Global sales team.

## **EDUCATION & CERTIFICATIONS**

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- **B.A, Open University**  
Management and Communications  
01/2010
- **Advanced Project Management Methodologies Course,**  
Technion  
04/2013

## **ARMY**

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- Class Sergeant at IDF Military Boarding School
- Infantry Soldier at IDF Givati Brigade

**References are available upon request.**