

# DANIEL BARENBOYM

## HEAD OF PRODUCT

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### PROFESSIONAL SUMMARY:

- 18+ years of building scalable customer facing products (B2B, B2C, SaaS, Marketplaces)
  - Product, Engineering, Program Management and Team Building experience
  - Expertise in eCommerce, Payment Processing, EdTech, Consumer Tech, B2B SaaS, Marketplaces, Ad-Tech
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### PROFESSIONAL SKILL

- Creating and implementing go-to-market plans
- Business Requirement Documentation writing/design/execution
- Full product development lifecycle ownership
- User Experience research and studies
- Building successful engineering teams
- Guiding and mentoring engineers for career growth

### TECHNICAL SKILL

**Languages:** React, PHP, Javascript  
**PM Tools:** Monday, Hunter, Slack, JIRA, Google Suite,  
**Version Control:** SVN, GIT  
**Tools:** TestRail, Selenium  
**OS:** Windows, Mac, Linux/RHEL  
**Design Tools:** Figma, Sketch  
**Analytics Tools:** Google Analytics, Mixpanel

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### WORK EXPERIENCE

#### Senior Product Manager – Head of Product BeAKid.com (Co-Founder)

January, 2017 – Current

Leading the development of a SaaS platform to empower children's service providers to reach their core audience, manage registrations, payments, communications, forms and memberships. Developed the largest aggregate of after-school and summer programs marketplace in the US.

- Focused on driving product vision with engineering and design teams to develop a modern and robust solution for after-school and summer programs.
- Defined and carried out Customer Discovery process.
- Managed UX/UI and Engineering teams to design the product, considering different customer personas and requirements for the feature while defining and driving product roadmap.
- Defined product feature set specification documents and acceptance criteria that outline epics, user stories, and resources to guide team through building the product.
- Defined customer surveys strategy to validate changes and advocate for the customer's needs within the feature.
- Lead scrum stand ups, sprint planning, backlog grooming, and sprint retrospectives.

- Collaborated with marketing, engineering, and design partner teams to lead go-to-market plan.
- Worked with external partners and vendors to define the strategy and execution.
- Defined the product vision and feature roadmap for growth and expansion.
- Analyzed data on how service providers in different regions and verticals use services and adjusted the product to solve main customer problems.
- Defined A/B testing criteria for new features.
- Launched a white-label program to implement 400X company growth.

**Product Success Manager**  
**IVAS Associates (Co-Founder)**

August, 2005 – 2017

Responsible for developing software for the insurance industry with the goal of giving insurance companies easy access to private forensics investigators who help mediate and evaluate reasonable settlements.

- Lead a team of 20 product developers and designers to identify best accepted practices with the insurance industry.
- responsible to making sure the product adhered to proper certifications for data privacy such as NAIC, HIPPA.
- Responsible for meeting with insurance industry leaders to conduct studies of their processes and internal software to ensure proper integration.
- Prioritized release deliverables and deployment execution.
- Guided QA team in implementing automation strategy.
- Prioritizing engineering resources and roadmaps to meet company goals.
- Weekly 1:1 with reports, mentoring and training for career growth.

**Product Manager**  
**SmartMouth Technologies**

August, 2001- 2005

Liaison between Stop&Shop supermarkets and development team working on a Peapod-like product.

- Responsible for developing a strategy of user product interaction.
- Oversaw customer interviews.
- Ownership of shelf placement strategy conducive to best shopping experience and theory of "shopper" strategy.
- Oversaw development of best practices for big data extrapolation from Stop & Shop loyalty cards in order to understand shopping habits.
- Worked closely with the engineers/business teams to investigate issues that were found during testing.
- Worked closely with UX design team to implement BRD into mocks.
- Created User Stories and test strategy

**PASSIONS & INTERESTS**

**Bilingual – Fluent in Russian and English**

Cars, Boats, Building, Fishing, Diving