

SAREL CAN KOHEN

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PROFESSIONAL SUMMARY

Product Manager with over 3 years of experience driving innovation and process optimization in fast-paced environments. Skilled in using data analytics to enhance product development and improve operational efficiency. Proven track record of leading cross-functional teams and managing projects to ensure timely delivery with high-standards of quality. Committed to creating impactful user experiences and elevating product offerings through agile methodologies and strategic insights.

PROFESSIONAL EXPERIENCE

Getir

Product Manager II

April 2024 - Present

- Led two cross-functional teams, performing at a consistent 90%+ sprint completion rate despite 20% scope creep by optimizing Scrum processes and implementing DoR & DoD practices.
- Developed payment recovery features, such as POS retry and PSP fallback, recovering more than 1.5 million USD in revenue within the first 6 months.
- Reduced error rates from 3% to 1% and improved system reliability by analyzing payment data and implementing dynamic error mapping features to address gaps in error management.
- Streamlined operations and enhanced user experience across the Getir ecosystem by developing an internal tool, reducing Support team reaction time by 75%.

Getir

Product Transformation & Project Manager II

May 2023 - April 2024

- Spearheaded the transformation of the product organization to an OKR-led framework, enhancing strategic alignment and operational efficiency across all product teams.
- Collaborated closely with the Chief Product Officer to improve customer satisfaction by refining product vision and discovery processes, leveraging advanced data analytics and market research for precise feature prioritization and market fit.
- Boosted customer engagement and service capabilities by managing a multimillion-dollar Salesforce CRM integration project, leading a cross-functional team of internal product teams and external consultants.

Getir US

Business Data Analyst II

September 2022 - May 2023

- Enhanced customer NPS for delivery experience by 50% by implementing a robust workforce performance system, leading field teams to focus on performance and attendance discipline.
- Achieved \$10M annual cost savings by spearheading a cross-functional analytical team in workforce forecasting, leveraging predictive analytics and machine learning to support informed decision-making and operational efficiency.
- Improved technical proficiency and team skills by mentoring and training six business analysts, developing their skills in Tableau, Google Sheets, and ThinkCell.

Getir US

Business Data Analyst I

February 2022 - September 2022

- Boosted leadership decision-making speed by 50% through comprehensive data analysis and the development of consolidated, dynamic dashboards.
- Reduced operational costs by 30% and improved warehouse performance by 100% by designing and implementing automated workforce planning tools, saving over 40 hours of manual work per week.
- Systematically identified and resolved complex problems that spanned Operations, Analytics, HR, and Tech teams by utilizing technical skills and strategic thinking.

EDUCATION

Northeastern University

Bachelor's, Computer Science & Cognitive Psychology

SKILLS

Skills: Agile, Atlassian, Business Strategy, Confluence, Data Analysis, Data Science, JIRA, Business Analytics, Mixpanel, Tableau, Python, Product Management, Product Design, SQL, Figma, Miro, Reporting, Dashboards