

# Yoav Assaf

AI PRODUCT MANAGER

## CONTACT

+972-52-667-0069

yoavs217@gmail.com

linkedin.com/in/yoav-assaf

## SKILLS

### AI & Product

AI/LLM product development · agent workflows · context management · human-in-the-loop systems · prompt & context iteration · evaluation loops · product strategy & roadmapping · process simplification

### Delivery

Agile & Scrum · SDLC · cross-functional leadership · risk mitigation · client onboarding & implementation · system integration · stakeholder management

## EDUCATION

### BSc, Industrial Engineering

Entrepreneurship & Innovation  
Ruppin Academic Center · 2018-2021

## SERVICE

### Squad Commander & First Sergeant

IDF · Duvdevan Unit (Elite Commando)  
2011-2014

**AI Product Manager who takes complex B2B processes and makes them simple.** I design agent-based workflows with real context management and human-in-the-loop validation — and build them hands-on. 6 years across product and R&D, with a background in industrial engineering and elite military leadership that trained me to bring clarity to complexity.

## SELECTED AI PRODUCT WORK

### AI-assisted workflow consolidation · Mobideo

*Replaced a fragmented, 8-person workflow with a single AI-assisted dashboard.*

- Cut the team required from **8 users to 4 (50% reduction)**, with the remaining users saving **~70% of their time**.
- Led design and build largely solo using AI tools, with light developer support; owned workflow design, dashboard UX, and AI-agent integration.
- Built an evaluation and feedback loop so reviewer corrections improved agent reliability over time — protecting quality while halving the team.

### AI conversion of manual procedures · Mobideo

FDA-GRADE

*Turned weeks of manual procedure conversion into a fast human-in-the-loop review.*

- Designed an agent-based workflow with deliberate context management that converts customers' manual procedures into Mobideo-ready digital forms in their required format.
- Validated on **~50 sample procedures** through an iterative loop with subject-matter experts, using their feedback to refine prompts and context.
- Kept SME validation as the auditable human control, preserving FDA-grade accuracy while removing the manual burden.

## PROFESSIONAL EXPERIENCE

### Product Manager · Mobideo

2023 - PRESENT

- Lead product vision and roadmap for enterprise software, focusing on user needs, system integration, and business alignment.
- Design and ship AI-agent workflows that simplify complex, multi-user operational processes.
- Collaborate across R&D, QA, and customer-facing teams to define requirements and ensure high-quality releases.

### R&D Project Manager · Mobideo

2021 - 2023

- Managed software delivery across Agile teams; introduced process improvements that raised team velocity and sprint transparency.
- Facilitated Scrum ceremonies, mentored team members, and oversaw incident response with QA and system architects.

### System Implementation Specialist · Ness Digital Engineering

2020

- Ran SaaS implementation projects end to end: system setup, user training, and support; tailored solutions to client operations.

### Implementation Specialist · SRP Analytics

2019 - 2020

- Managed stakeholder expectations during onboarding and a deployment quality-improvement program (PMO); built a new employee training program and led the implementation team alongside the CEO.