BOAZ COHEN
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SUMMARY

Over 12 years experience in product management and project management with a professional history of leading innovations in the online world. Especially skilled at identifying market requirement, designing relevant products and bringing them to market. With an MBA and a B.Sc. in Engineering I have a unique ability to balance the technical product development with the business requirements.

EXPERIENCE

2010 - 2010 **ANYCLIP.COM**   New York, NY
VP of Product Management (anyclip.com)
- Led a team of designers, UX/UI experts and developers in building a search engine for movie clips and a destination for people to watch legal content online.
- Managed AnyClip's operational efforts in the fields of meta-data creation using Amazon's Mechanical-Turk and Israeli taggers, and website optimization and SEO improvements utilizing Google Analytics, TraceWatch and Google Webmaster Tools.

2009 - 2010 **ENTREPRENEUR**   Secaucus, NJ
- Founded easygration.com, a green card application consulting service, and korothaim-cv.co.il, a resume writing consulting service.
- Designed and developed a gift management website based on Ruby on Rails (self-taught).
- Manage several blogs in the fields of technology, mobile, and entertainment, including usage of Word Press, Google AdSense, Google Analytics, Google Webmaster Tools, Affiliated Marketing, Facebook, and Twitter.

2007 - 2009 **ROSETTA MARKETING CONSULTING**   New York, NY
Rosetta is one of the top ten interactive agencies in the country and the second largest independently owned one (*rosetta.com*).
Director of Marketing, 2008-2009
- Led a team of marketing consultants in building a B2B segmentation of business decision markers and IT managers for one of the largest software companies in the U.S.
- Spearheaded efforts to build a segmentation based on Nielsen's Claritas ConneXions quadruple play telecommunication segmentation (TV, Wireless, Landline, Internet) for one of the largest Internet service providers in the U.S.
Marketing Consultant, 2007-2008
- Developed an HDTV segmentation for a leading flat-panel TV company by designing surveys, leading focus groups and conducting data analysis. Segmentation is used by the company to drive product development, media and creative messaging.
- Worked with executives of the flat-panel TV company to improve retail relationship, marketing, advertising and product development.
- Led efforts to reformulate the company's website to identify segments using a typing tool and a web analytic tool (Core Metrics).
- Developed wireless and cell-phone segmentation for one of the largest wireless carriers in the U.S. to improve their product development, direct and email marketing, and retail marketing programs.
- Headed analytical team in building a scoring model to score the entire wireless carrier's current customer base into their segment in order to improve direct marketing efforts.

2006 - 2007 **AMAZON.COM**   Seattle, WA
Product Manager - IMDb (Internet Movie Database – imdb.com)
- Managed collaborative contribution product ("wiki" style feature) to encourage users' contribution to the site. (See example - http://imdb.com/title/tt0133093/synopsis)
- Conceptualized, initiated and led the design for "Character Pages" in IMDb. (See example - http://www.imdb.com/character/ch0000007/)
- Managed "Resume" service product, a subscription-based service that allows production cast and crew to enhance the vetted data that IMDb collects by uploading resume and photos. (See example - http://resume.imdb.com/)
- Managed "Self Service Advertising" product, a system that allows advertisers to create on-line advertising campaigns with IMDb (http://www.imdb.com/advertising/).
- Product management responsibilities included: Product planning, Project management, marketing and P&L responsibilities.

| 2004 - 2005 | **HOT TELECOM** | Petach-Tiqva, Israel |

Senior Product Manager - Operational Support Systems (OSS)
HOT is Israel's largest cable company, offering cable, internet and Voice over IP, with sales of $300 M per year.

- Established and directed the new Operational Support Systems software department.
- Led cross-functional team of engineering, marketing, IT, operations and subcontractors to launch the new Voice over IP network on time.
- Directly oversaw marketing and operation managers in all aspects of converting trial users and obtaining new users. By mid-2005 the Voice over Cable network was the largest in the world, with more than 20,000 clients.
- Selected by VP of engineering to manage six-person team, which developed long- and short-term strategies for network operations improvements.

| 1998 - 2004 | **ISRAELI AIR FORCE (IAF) Computer Networks Branch** | Tel-Aviv, Israel |

Product Manager - Operational, Control, Command, Management software (OSS), 2002-2004

- Directed a 28-member team that developed improved OCCM software on time and on budget, achieving higher end-user satisfaction and increasing system efficiency by 40%.
- Led a strategic review and restructuring of communication networks management system, leading to 800% growth in system usage by end users.
- Negotiated and supervised $1.25 M maintenance contract for communications network.
- Identified inefficiencies, presented analysis and recommended solution to top management. Initiative led to implementation of a CRM system in the IAF.
- Ranked Captain while serving in a Major's position, youngest officer at this rank.

Project Manager - Operational Data Networks Officer, 2001-2002

- Led and managed a $15 M RFP replacing the LAN at the heart of the IAF operational site, with leading telecommunication companies (Cisco, Nortel and Avaya).
- Oversaw routing equipment installed at IAF, including purchasing new equipment, managing maintenance contracts and training of 120 staff members.

Project Manager - Managerial Data Networks Officer, 2000-2001

- Managed team of 15 members in a seamless update and conversion of IT for massive 1,500 person re-organization project in aggressive two-month timeframe.
- Led cross-functional team of engineers, IT and finance in the development and roll out of the IAF Intranet, the biggest intranet in the Middle-East at that time, on time and on budget. This $15 M project was honored best project award in the IAF by the head of the IAF.
- Honored with Best Officer Award, 2001.

Network Engineer and Team Leader, Data-Networks, 1998-2000

- Managed seven-person team that designed and executed data-networks projects in the IAF.
- Drove re-engineering of the network to completion with limited financial resources improving network capacity by 30%.
- Honored with Best Officer Award, 1999.

EDUCATION

| 2005 - 2006 | **KELLOGG SCHOOL OF MANAGEMENT** | Evanston, IL |
| | **NORTHWESTERN UNIVERSITY** | |

Master of Business Administration degree (through accelerated one-year program).

- Majors in Marketing Management, Management and Strategy, and International Business.
- Elected class representative to the Kellogg Student Association (KSA) board.

| 2000 - 2004 | **TEL-AVIV UNIVERSITY** | Tel-Aviv, Israel |

Master of Business Administration degree.

- Graduated Summa cum Laude.
- Majors in Marketing Management and Management and Strategy.

| 1994 - 1998 | **TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY** | Haifa, Israel |

Bachelor of Science degree in Electrical Engineering, emphasis in telecommunications, April 1998.

- Graduated Summa cum Laude.
- Three-time recipient of Technion President's Award; two-time Dean's List.
- Chairman of the Technion Electrical Engineering Department student body.
- Representative of the E.E. Department student body to the Technion's student body.

ADDITIONAL INFORMATION

- Authorized to work in the U.S. (Green Card).