

ELENA HAGEGE

RESULT ORIENTED - DATA DRIVEN - STRUCTURED PROBLEM SOLVER - AI ENABLED
13+ years of experience in digital product management.

Proven success in structuring and leading 0-to-30 people Product Department towards delivery on time and on budget. Vast hands-on experience in eCommerce and SAAS product creation before AI-era, on 14+ products.

Now, capable of developing and managing tailor-made AI agents to execute key parts of the product work, at high quality level, in an impressive time frame.

2026 > Freelance AI Product Lead *eCommerce, SAAS BtoB and SAAS BtoC companies.*

#Product Audit > Assess the logic and solidity of a company's process, remove blockers, and prepare to introduce AI.

Lead the Transition to AI > Rationalize team structure, test & choose tools, and unify the AI process across all PMs.

Assist Founders > AI-assisted creation of AI-digital products (conceive with Chat GPT and Claude, build with Claude Code and Codex).

2021-2025 > SHUTTERFLY, E-commerce *Large American corporation, market leader.*

Head of Product, CMS > Drove roadmap and execution. Managed 1 PM, 25 Dev & QA.

Product Specialist, E-commerce Retention > Reported to Product Director.

2019-2020 > PORTFOLIO MANAGER, SAAS suite *Early stage startup. Reported to CEO.*

Head of Product, First PM > Built roadmap, product process and lead execution.

2018-2019 > WYND, SAAS *Omnichannel solution for retailers. Reported to CEO. 350 people.*

Head of product, Consumer platforms > Lead 5 squads, developed BtoC SAAS products (including kiosk). Drove the department towards delivery of pre-existing roadmap.

2017 > LIMA TECH, SAAS BtoC personal cloud *Managed 11 devs. Reported to CEO.*

Senior Product Manager + Program manager > Unblocked key members of the dev team, and therefore Delivery. Clarified the roadmap. Implemented a data driven approach.

2015-2017 > DOCTIPHARMA, BtoC market place *Part of Lagardere, top media corporation.*

Head of catalog and merchandising > Qualified the catalog, implemented filters.

Product manager > Worked on search, cross sell, funnel. Reported to CPO.

2013-2014 > REVERSO, SAAS + E-commerce *20 people company, Market leader.*

Product manager > Managed alone two distinct products, two teams. Reported to CEO.

2015 Web Design Express certificate, Le Wagon. Intermediate level design & development class.

2010 Specialized Master in product development and entrepreneurship, ESCP Europe Paris. Leading business school in France. Class president. "Best pitch" award winner.

2005 Bachelor in economics at Université Paris 1 Sorbonne.

English: fluent - French: native - Hebrew: learning - Italian: scholar. Based in Ra'anana, IL.