

SEEKING A PRODUCT OPERATIONS POSITION

ELENA HERCOT

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Available in September, ideally in the
Ra'anana Hertzelia Kfar Saba area

Vast hands-on experience in eCommerce and SAAS product management. Proven track record in internal communication between product team and related departments, improving processes and tools for better transparency, predictability, team's workload management, and ultimately better delivery. **STRUCTURED PROBLEM SOLVER. EXECUTION EXCELLENCE.**

PRODUCT OPERATIONS MANAGER EXPERIENCE

2026 > Freelance, eCommerce and SAAS --- *Startups*

AI Product Operations Manager

- > Diagnose execution bottlenecks and redesign Product organizations before AI adoption.
- > Rationalize team structure, unify the AI process across PMs.
- > Build AI-native Product Organization, based on AI workflows.
- > Build tools (websites, dashboards, AI-powered tools) for internal use, using mainly Claude Code.

2021-2025 > SHUTTERFLY, E-commerce --- *Large American corp., market leader. Backed by Appolo.*

Head of CMS

- > Worked with Israel, US, Bulgaria and India based teams. Reported to Product Director.
- > Drove roadmap and execution. Managed 1 PM, 25 Developers and &QA.
- > Set up communication process and support documentation. Improved visibility and predictability for the CMS stakeholders: C-level, Directors, eCommerce department, Customer success, SEO, DAM, UX/UI, Creatives.
- > Lead the 6-months RFP to select the new CMS tool (Optimizely), alongside with procurement team. Managed the transition, set up the new tool.

Product Specialist, E-commerce Retention

- > Deep dive on user data analysis with the Data and BI team. Collaborated with Research teams to gather and structure users' feedback, and turned those in actionable insights - for other Product managers to take on. Set hypothesis and run Impact analysis to suggest backlog prioritisation.

2017 > LIMA TECH, SAAS BtoC personal cloud --- *Tech scale up, backed by Ventech Capital.*

Senior Product Manager + Program manager. Hired by the CEO to unblock Delivery.

- > Improved the collection of user data and user feedback, clarified the roadmap from a business point of view, exposed the tech dependencies with thorough 1:1 interviews with the 11 developers. This led to unblocking key members of the dev team, hence unblocked the delivery.

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

Product Manager, then Head of catalog and merchandising

- > Selected and owned the tools for Catalog qualification and Merchandising (filters, cross sell).

EDUCATION

2015 Web Design Express certificate, at Le Wagon. Design & Development class (html, css, php, js, devops, ecommerce best practice: environments, release process, backups, rollbacks, feature flag).

2010 Specialized Master in product development and entrepreneurship, ESCP Europe.

ESCP Europe is one of the top-3 leading business school in France, located in Paris.

Class president. "Best pitch" award winner.