

Chen Dahan

AI Product Manager / Product Builder

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B2B SaaS product leader who turns customer problems into shipped AI workflows. Helped scale SaaS from \$0 to \$1M+ ARR, leads strategy and cross-functional delivery, and builds products end to end. Combines customer discovery, commercial judgment, and AI-assisted prototyping to move from ambiguity to useful software.

\$1M+ ARR

Product strategy and execution at ThoughtLeaders

+40% MAU

Brand-account engagement from workflows and alerts

3 Live Products

SponsorForge · Arena.ai Plus · BiteGuru

EXPERIENCE

ThoughtLeaders · B2B SaaS analytics for influencer marketing

2022 to 2025

Senior Product Manager · 2024 to 2025 | **Product Manager** · 2022 to 2024

- Owned product strategy that helped scale the business from \$0 to \$1M+ ARR, then advanced to lead the product function and mentor a cross-functional team.
- Redesigned onboarding around one website input. AI gathered brand context, cross-checked platform data, and pre-populated custom dashboard reports instead of leaving users in an empty dashboard.
- Led multi-page workflows and custom alerting systems that increased monthly active use among brand accounts by 40%.
- Interviewed at-risk customers to uncover workflow friction, shape retention-focused improvements, and help retain key accounts.
- Ran user research and tracked KPIs to improve core workflows through evidence-led product decisions.

Rapyd

Customer Success · B2B fintech payments

2019 to 2020

- Supported merchant and payment-gateway API integrations from sandbox through production.
- Translated customer and technical pain points into solution requirements while troubleshooting integrations across teams.

SimilarWeb

QA Engineer · B2B marketing analytics

2015 to 2019

- Ran manual QA within the largest R&D team, focused on the PRO product.
- Shipped Heatmap and SimilarH4cks in under three days each to help PMs and streamline developer workflows.

SELECTED PRODUCTS

SponsorForge

Web SaaS platform · Solo-built · Live pilot

Helps influencer-marketing agencies recover rejected ads and warm cold outreach with AI ad mockups using agency talent.

sponsorforge.co

Arena.ai Plus

Chrome extension · 821+ installs · 5 stars

Adds generation alerts, token pricing, value, and modality comparisons. Arena.ai later adopted its token-pricing column.

[Chrome Web Store](#)

BiteGuru

Native B2C iOS / Android app · In development

Surfaces exceptional local food through trusted, dish-specific recommendations instead of hype-driven ratings.

[Demo on request](#)

AI Product Strategy · B2B SaaS Growth · 0 to 1 Delivery · AI Workflows · Customer Discovery
Product Analytics · API Integration · UX Workflows · Team Leadership · AI Prototyping