

Chen Dahan

Product Manager | B2B SaaS & AI Workflows

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Product Manager with experience in marketing platforms, customer discovery and workflow design. At ThoughtLeaders, led a junior PM and a designer and contributed to company growth to **\$1M+ ARR across agency and software services**. Combine hands-on product delivery with independent AI product development.

INDEPENDENT PRODUCT DEVELOPMENT

Self-employed | Feb 2025 - Present

SponsorForge

Turned creator-agency pain points into a working SaaS product for pitching brands with AI-generated audio ad samples. Own product direction, UX, architecture and AI-assisted development; working with a small group of beta testers.

BiteGuru

Building a consumer mobile app for discovering standout local dishes, owning concept, planning, design and development; preparing for user validation.

Arena.ai Plus

Published a Chrome extension for comparing AI models by value and modality, with generation alerts.

PROFESSIONAL EXPERIENCE

ThoughtLeaders / Influencer marketing platform and agency

Head of Product | May 2024 - Feb 2025

Product Manager | Feb 2022 - May 2024

- Led product work across internal agency tools and the brand-facing platform; managed a junior Product Manager and a designer while remaining hands-on with discovery, prioritisation and delivery.
- Replaced one-off creator-list exports with a collaborative, multi-stage shortlisting workflow, including tagging and step ownership. Usage data and customer feedback indicated increased self-service use after rollout.
- Combined usage analytics, session recordings, customer interviews and account-manager feedback to identify friction and prioritize the roadmap with the CEO.
- Shaped a custom formula editor from customers' existing spreadsheet workflows, enabling bespoke metrics without a separate development request for each one.
- Redesigned onboarding around one brand website input, using AI to gather brand context and populate relevant reports instead of an empty dashboard.

Rapyd / Fintech payments and API platform

Customer Success / Integrations Manager | Apr 2019 - Feb 2020

- Supported merchant and payment-gateway API integrations from sandbox to production, translating customer and technical issues into solution requirements.

Similarweb / Digital intelligence and marketing analytics platform

QA Engineer | Dec 2015 - Mar 2019

- Ran QA for the PRO product and initiated two hackathon tools: Heatmap for understanding user behaviour and SimilarH4cks for developer workflows.

CORE SKILLS

Customer discovery / Roadmap prioritisation / Product analytics / B2B workflow design
Team management / Stakeholder alignment / AI prototyping / API integrations