



# Gil Goldman

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## Education

### INSEAD

France, Singapore

#### MBA class of December 2023

2023 - 2023

- Won 2nd place at BCGX Product Bootcamp.
- President of INSEAD's Whisky Club; Program Coordinator for the Zakike Women Leadership Program for African women; achieved the highest grade in the negotiations class; Founder of the Ivy Club.
- Eric Sasson 90D Scholar for 2023, a title granted to only two students out of the entire MBA cohort.

### Czech Technical University

Czech Republic

#### B.Sc. Robotics and Cybernetics

2014 - 2018

- Independently conducted deep-dive research into the history of robotics and AI, culminating in a published paper that earned two prestigious awards for excellence, each bestowed annually to only one student among over a hundred participants.
- Led a five-student team at the InfoSec club, focused on identifying and mitigating digital security risks to the university.

## Experience

### GMC

Denmark, UK, Singapore, Czech Republic

#### Founder - GMC

2022 - 2024

GMC helps startups and scale-ups refine GTM, find product market fit, scale effectively, and streamline operations.

Founded GMC to help startups scale effectively by applying my skills as an experienced technical leader with a business background.

- Conducted 37 user interviews for *Soul*, leading to a 38% increase in customer satisfaction by leveraging data-driven decision-making and user advocacy to develop a targeted marketing strategy for an overlooked niche market.
- Drove *Nyota.AI*'s product design, discovery process, and outreach, increasing MoM revenue by 82% using extensive market research and user-centered design to revamp Nyota's brand image, onboarding, and target market.
- Landed two new clients for O-Mission by scaling their GTM strategy using customer journey mapping to develop a custom AI-powered marketing engine to onboard new users and empower customer advocacy.

### Wrike

Czech Republic

#### Product Unit Manager - Work Automation Unit

2022 - 2022

Wrike is a market-leading B2B SaaS work planning platform serving over 20,000 enterprise clients globally.

Owned Wrike's entire automation solution strategy, turning the product around with 2 engineering managers and 30 engineers.

- Revamped Wrike's automation solution architecture and collaborated with senior stakeholders to deploy Wrike's New Automation Engine, reducing feature time to market by almost 50% in five months.
- Overhauled project estimation process, enhancing estimation accuracy by 37% and saving over 200 staff hours/month.
- Hired as Wrike's youngest product unit manager ever, led a diverse international unit with 12 nationalities in five countries.

### Emplifi (Formerly Socialbakers)

Czech Republic

#### Engineering Manager - campaign management, community management, PublicAPI

2019 - 2022

Emplifi offers an AI-powered B2B SaaS platform enabling enterprises across 80 countries to manage their social media presence.

I led three teams across 4 time zones, delivering AI-powered community and campaign management solutions to enterprise clients.

- Streamlined global Learning and Development processes by collaborating with the CTO, CFO, and other senior stakeholders to cut process time by 93%.
- Developed and deployed Emplifi's remote work strategy as a COVID response, improved average team performance by 9% across the department.
- Established senior leadership strategic "Red Team" including the VP of engineering and multiple directors; ran risk simulations and war games to identify possible weak points, led team to resolve 13 strategic company risks.

## Additional Information

- Projects: Built and deployed a robotic beer microbrewery, powering "Kesem Brews" in Israel, producing 50 liters per batch.
- Interests: Artificial intelligence, robotics, board games, coffee, cooking, writing "how-to" guides.
- Work authorizations: EU, Israel.
- Languages: English (Fluent), Hebrew (fluent), Spanish (Basic).
- Certifications: PSM-I, Black Swan Quarterly Negotiation training.

**Skills:** Product Management, Python, Artificial Intelligence, Google Cloud, SQL, Git, Agile Methodologies, Scrum, Roadmapping, Wireframing, Process Improvement, Public Speaking, Business & Product Strategy, Leadership Development, Coaching & Mentoring, Team Management, Customer-Centric Design, Customer Journeys, Problem Solving, Negotiation, Entrepreneurship.