

Yadin Zarfati

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PROFESSIONAL SUMMARY

Customer facing product professional with 4+ years in complex B2B environments. Onboarded and drove adoption for ~150 users across \$200M+ operations. Owned a 2 year enterprise software implementation with Microsoft, bridging business and engineering. Led a data integration project with LVMH. Turning complex client needs into intuitive products, adoption and measurable outcomes.

EXPERIENCE

Product Manager • HB Antwerp

Manufacturer undergoing full digital transformation · \$200M+ operations · ~150 people

October 2024 - September 2025 | Tel Aviv, Israel (Remote)

- Drove Granular from MVP to company-wide adoption, onboarding ~150 users across every department
- Owned user discovery, requirements, training, feedback loops, dev coordination, QA and rollout
- Delivered an ERP integrated web app, driving daily engagement across all user teams
- Replaced spreadsheets with single source of truth tracking \$200M+ in assets
- Designed capacity alerts for department heads, real-time dashboards and workload distribution views
- Reported to managing partner, contributing to strategic operational decisions and executive-level planning

Product & Operations Manager • HB Antwerp

February 2022 - October 2024 | Antwerp, Belgium

- Led product & operations for a 2-year custom built Microsoft implementation
- Ran weekly sync with Microsoft, managed escalations and owned user acceptance testing
- Translated business processes into clear system requirements for MS engineering team
- Mapped cross-functional workflows across logistics and commercial teams reducing production time by 30%
- Managed an LVMH strategic partnership on a data integration delivering 3,000+ supply chain data point

Operations Analyst • HB Antwerp

September 2020 - February 2022 | Antwerp, Belgium

- Onboarded new suppliers and coordinated merchandise processing workflows end to end
- Conducted stakeholder interviews across departments to surface needs and map operational requirements
- Proactively identified inefficiencies in operational processes and recommended improvements
- Designed workflow visualizations to align cross-functional teams on digitization requirements

EDUCATION

Netcraft • User Research & UX UI Design

Feb 2026 - Aug 2026 | Petach Tikva, Israel

Reichman University • BBA

May 2017 - June 2020 | Herzliya, Israel

TOOLS

Workflows

MS Dynamics
Monday
Hubspot
Jira

Data & Analysis

Excel
SQL (basic)
Power BI

Automations & AI

N8N
Lovable
Claude
Base44

Design

Figma
Miro

LANGUAGES

English · Hebrew · French · Dutch