

NOAM GOLD

Product

Based in Portugal | Open to remote roles across EMEA & global teams | Available for travel

[Interactive Resume](#) | [LinkedIn](#) | +351 961 934 885 | +972 52 566 2929 | Noamgold2@gmail.com

Product-minded builder and operator with 8+ years across e-commerce, consulting, operations, and growth. Turns ambiguous user and business problems into structured, testable solutions by combining product thinking, commercial judgment, systems design, and hands-on AI-assisted building. Experience leading 0-to-1 initiatives, cross-functional work, customer-driven growth, and end-to-end execution. Builds and prototypes with Claude Code, Codex and Cursor.

CORE SKILLS

- **Product & Problem Solving:** Problem Framing, Customer Insight, Product Discovery, Prioritization & Roadmapping, Experimentation, GTM & Adoption.
 - **AI-Assisted Building:** Rapid Prototyping and MVPs, 0-to-1 Building, AI-Assisted Development, Claude Code, Cursor.
 - **Systems & Execution:** Systems Thinking, Workflow & Process Design, Cross-Functional Collaboration, Stakeholder Management, End-to-End Ownership.
 - **Business & Growth:** E-commerce, P&L, Lifecycle & Retention, Growth Strategy, Data-Driven Decision Making, Funnels.
 - **Product Tools:** Jira, Productboard, Figma, Miro, Mixpanel, PostHog, GA4, VS Code, Command Prompt, GitHub, Cloudflare, Vercel, N8N.
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SELECTED PRODUCT & AI BUILDS

- **Resume Wrapped | Interactive Resume | 2026**
Conceptualized, built, and shipped a live interactive resume using AI-assisted development, GitHub, and Cloudflare Pages - turning a static CV into a product-style experience. [View live](#)
 - **OMORA | Cross-platform app | In development**
Currently building a cross-platform app using AI-assisted development, from concept and product direction through implementation. (Claude Code, Cursor, GitHub, Cloudflare).
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EXPERIENCE

Business & Strategic Consultant + Fractional Project Manager | 2022 - Present

Strategic and operational partner to SMBs and founders, turning ambiguous business, workflow, and growth problems into structured plans and implemented solutions.

- **0-to-1 Business Building:** Guided a founder through the transition from a solo business to a team-based operation, helping translate growth goals into structure, systems, and execution.
- **Problem Framing & Strategy:** Diagnosed underlying bottlenecks and translated broad goals into strategies, roadmaps, work plans, and execution paths.
- **Program Design & Iteration:** Designed and ran a multi-part digital program from user input and research through live delivery, iterating based on feedback.
- **Systems & Operations:** Designed custom data and workflow systems for client teams, improving visibility, reducing manual work, and supporting better decisions.
- **Communication & Enablement:** Delivered 50+ lectures and workshops on strategy, growth, and business.

Brand Manager → Acting CMO | House of Brands | 2021 - 2022

Led three US e-commerce brands end-to-end, from customer insight and growth to P&L, working with the CEO, US advisory board, and product teams behind two in-house SaaS platforms.

- **Customer-Driven Growth:** Identified a mismatch between the assumed target audience and actual buyers, tested a separate product experience, and grew annual brand revenue by ~73%, with 80% net-new customers.
- **Retention & Lifecycle:** Identified a post-purchase drop-off and shipped an intervention that increased returning-customer revenue.
- **Data Visibility:** Built a performance dashboard that gave leadership real-time visibility into brand performance and supported decision-making.
- **SaaS Product & GTM:** Partnered with product teams behind two in-house platforms, shaping go-to-market and messaging for e-commerce users.
- **Commercial Ownership:** Managed multi-million-dollar media budgets and led performance across Google, Meta, and Amazon.

Branch Manager | Performance Rock | 2019 - 2021

Promoted from front desk to Branch Manager within three months to lead and launch a new flagship location.

- **0-to-1 Launch:** Built and launched the new branch from the ground up, leading a direct team of 11 and coordinating across a wider group of ~20. Hired and trained the team and set up the operational systems for the new location.
- **Data-Informed Iteration:** Beat opening-day target, refined operations based on live usage data.

LANGUAGES: Hebrew (Native), English (Highly Proficient)