

Product Management & Design Strategy Services

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I help companies to define, design, develop, and produce better cost-effective products with a faster time-to-market, and to build a product brand

My Background

I'm a Design Management master (M.Sc.) with 16 years of experience in business and design strategy, product management, and product design & development.

I was the co-founder of [Igloo-Design](#), I am a senior lecturer at the [Technion's Design Master Studies program](#) and [MID studies](#), and I write and lecture about design strategy and product management.

Why do you need a design strategy and a product management?

High-quality product design is a must for any product, but this alone is not enough for product-oriented businesses that aim to build a product brand and lead the market with winning products. Design strategy and product management are needed (beyond attractive product design and smart engineering) for building a successful product-oriented company and for designing cost-effective products in a short time-table.

Design strategy is part of the business strategy that benefits product design and innovation for business growth. Product management is the execution tool for implementing a design strategy. It's a multidisciplinary management methodology for managing product definitions, product design & development, user experience, production implementation, and more.

My Services

- ✓ Product management
- ✓ Business-design strategy
- ✓ Product defining & characterizing
- ✓ Product design & development
- ✓ UX (User-Experience) design
- ✓ User behavior research
- ✓ Product innovation & ideation
- ✓ NPI (New Product Introduction)
- ✓ Production implementation
- ✓ Product data management
- ✓ Product-lines management
- ✓ Lectures

Target Audience

- Startup companies.
- Small-medium companies.
- Enterprise companies.

