

Zalman Friedman

Contact

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Work Experience

Director, Product

Neon One

2018-2026

- Secured multiple "Philanthropy 400" enterprise accounts by architecting custom peer-to-peer fundraising solutions that simultaneously improved the product for the entire customer base, directly contributing to more than 100% ARR growth.
- Scaled a proprietary Identity Management System to 5M+ users, implementing RBAC, MFA, and SSO integrations to significantly reduce fraud-related overhead.
- Accelerated engineering velocity by 10% via the strategic rollout of GitHub Copilot; pioneered internal RAG-based AI tools (NotebookLM) to reduce CS response times by up to 50%.
- Directed the lifecycle of 20+ payment integrations (Apple/Google Pay, PayPal, ACH), overseeing a system processing \$200 million in annual volume.
- Architected Rallybound's Sprocket RESTful API, enabling seamless data exchange for campaign and donation management across 50+ third-party integrations.

Product Lead

Rallybound

2015-2018

- Defined the product vision and scaled the engineering org from 2 to 12+ members, resulting in a 5x valuation increase and successful acquisition by Neon One.
- Modernized the SDLC by implementing an end-to-end Agile framework in Jira, increasing deployment frequency by 4x while maintaining developer satisfaction.
- Partnered with Marketing to design and launch sales enablement materials for 20+ major releases, directly supporting a period of 10x user base growth.

Technical Business Analyst and Lead Designer

Rallybound

2014-2015

- Spearheaded the end-to-end delivery of 150+ product initiatives, translating complex stakeholder requirements into technical specifications for a .NET/C#/SQL stack.
- Streamlined bug prioritization and client-sponsored workflow in Jira, improving engineering throughput and ensuring on-time delivery of roadmap milestones.
- Authored comprehensive user stories, API documentation, and functional requirements that served as the primary source of truth for a distributed team of 12+ engineers.
- Architected the end-to-end user experience and onboarding methodology for 200+ customers, designing hundreds of UI/UX interfaces and a 650-article knowledge base that scaled platform delivery to 250+ concurrent customer websites.

Education

Rabbinic Ordination

Rabbinical College of Canada
2000-2004

Skills

Product Strategy and Discovery

- Roadmap Development, GTM Strategy, MVP Definition, Feature Prioritization, Product Lifecycle Management, Business Case Development, A/B Testing & Experimentation

Data and Analytics

- SQL, Google Analytics (GA4), User Research, User Journey Mapping

Process and Methodologies

- Agile, Scrum, Kanban, Lean Startup, Backlog Refinement, Sprint Planning, SDLC Management
- Tools: JIRA, Confluence, Atlas, Asana, Trello

Design

- Figma, UX and UI Design, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Wireframing, Graphic Design

Technical Exposure

- Cloud: AWS, Microsoft Azure
- Architecture: API Design, Microservices
- Stack: C#, .NET, React, HTML, CSS, Javascript

Certificates

- Certified Scrum Product Owner, *Scrum Alliance*