

SIVAN DAMTI

SENIOR TECHNICAL PRODUCT MANAGER
Conversational AI | Mobile & Web Products | SaaS

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PROFESSIONAL SUMMARY

Senior Technical Product Manager with 15+ years delivering enterprise technology and SaaS solutions, including 8+ years of product ownership across conversational AI, eCommerce, healthcare technology, and marketplace platforms. Experience across mobile and web products, multi-agent AI chatbots, and modernization initiatives. Worked cross-functionally with engineering, data science, marketing, business stakeholders, and legal and compliance teams to define roadmaps and requirements, improve customer journeys, and manage communications and compliance in highly regulated environments. Currently builds client websites and admin systems through freelance work and develops AI avatars for personal social media projects.

CORE COMPETENCIES

AI Products: Conversational AI | LLM | Multi-agent chatbots | Intent routing | Customer-service deflection | RAG requirements | AI guardrails and evaluation | Human-in-the-loop workflows

Product Delivery: Product strategy and discovery | Mobile and web roadmaps | Backlog prioritization | Agile and Scrum | Sprint planning | PRDs and BRDs | User stories and acceptance criteria | Workflow Automation | API integrations | KPI and OKR development | A/B testing and experimentation | Cross-functional leadership

Domain Experience: Consumer marketplaces | eCommerce | Healthcare SaaS | EMR/EHR | Medical claims clearinghouse and connectivity | Healthcare billing analytics | Revenue cycle management | Compliance in highly regulated workflows | Enterprise Platforms

Tools: Azure DevOps | Jira | GitHub | Salesforce CRM | Salesforce Marketing Cloud | Figma | Miro | Smartsheet | Encompass | Claude / Claude Code | ChatGPT / Codex | Microsoft Copilot | Gemini | Replit | Elvex

PROFESSIONAL EXPERIENCE

Freelance Digital Product Consultant

Self-employed, McKinney, TX - Remote | Apr 2026 - Present

- Designed and built responsive websites for small-business clients across construction, fitness, special needs services, locksmith services, and the peptides industry, translating business needs into customer journeys, page designs, features, and owner workflows through AI-assisted development with ChatGPT/Codex and Claude Code. Use GitHub to organize project code and updates.
- Develop authenticated admin systems for lead capture and CRM, client records, scheduling, estimates, invoice tracking, and website content management, tailored to each business.
- Use AI-assisted development to build client websites, prompting AI tools for advanced SEO features and website copy aligned with each business.
- Iterate on client feedback, check mobile and desktop usability, and prepare and deploy website updates; make admin workflows accessible to nontechnical business owners. Research software engineering concepts and AI-assisted development practices to strengthen hands-on project work.
- Develop AI avatars and short-form social media video for personal projects using HeyGen, 1min.ai, and Hedra, with Cartesia for AI voice work and Audacity for audio editing; iterate on visual consistency, voice, scripts, and generated-video quality.

Senior Technical Product Manager, AI

Xome (Mr. Cooper / Rocket Companies), Lewisville, TX

Dec 2023 - Feb 2026

- Handled mobile and web products, an AI chatbot, and platform modernization initiatives. Owned roadmaps and backlogs in Azure DevOps across mobile, web, APIs, and third-party integrations; authored PRDs, sequenced features, and mapped dependencies.
- Led consolidation and modernization of four consumer applications into two mobile applications for iOS and Android, redesigning the buyer dashboard and auction bidding experience across web and mobile.
- Used user feedback and A/B testing to simplify onboarding from five pages to three; onboarding conversion increased from 24% to 31.4% within 4-6 months after rollout.

- Improved the buyer dashboard and auction journey, including bidding and post-purchase workflows; tracked bid conversion, which reached 22.3%.
- Defined KPIs and reporting questions with Product, Marketing, and analytics partner.
- Managed product requirements for a conversational AI chatbot supporting the property purchase journey, with intent routing and educational agents. Partnered with data science on orchestration infrastructure requirements.
- Defined additional chatbot agents for a proposed paid advisor tier, including use cases, pricing logic, conversational guardrails, and compliance requirements.
- Partnered with marketing on automated customer emails, notifications, and promotional features for new product rollouts.
- Defined AI-first customer service deflection and routing, enabling assistant-based inquiry resolution before escalation to live representatives through third-party support partners.
- Defined RAG requirements with engineering and data science to ground responses in live listings, structured property data, and educational content, addressing accuracy and hallucination risk.
- Managed legal disclaimer matrices and established AI guardrails, evaluation criteria, disclosures, prohibited response categories, and human review thresholds. Authored requirements and drove legal and compliance approval before implementation.

Senior Project Manager

PC Contracting, Carrollton, TX

Aug 2022 - Aug 2023

- Directed commercial construction delivery across budgets, procurement, vendor and contract negotiations, schedules, and stakeholder communication.

Lead Product Owner

Comfort Express Inc. (Contract), Brooklyn, NY - Remote

Feb 2022 - Aug 2022

- Led digital transformation for a transportation operations platform, defining dispatch, scheduling, CRM, GPS tracking, and service management workflows.
- Owned requirements, backlog prioritization, sprint planning, and KPI definition with engineering and operations stakeholders to improve workflow visibility and efficiency.

Processing Division Lead / Branch Pipeline Manager

Intercontinental Capital Group, Melville, NY

Jan 2021 - Feb 2022

- Managed branch mortgage pipeline operations, improving monthly loan throughput by 30% through workflow improvements and operational oversight.
- Promoted to Processing Division Lead; managed mortgage processing teams, coached processors, oversaw pipeline execution, and drove compliance adherence and performance management.

Product Owner

H.M.S., Inc. (Contract), Miami, FL - Remote

Jan 2015 - Sep 2020

- Owned roadmap, backlog, and delivery for a high-traffic women's fashion eCommerce platform, balancing user experience, revenue objectives, and technical feasibility within a lean team.
- Defined API requirements for payment, shipping, and inventory integrations and managed vendor delivery timelines.
- Ran experimentation and conversion optimization across the purchase funnel, using behavioral data to prioritize roadmap investment.

Director of Channel Partners / Northeast Regional Analytics Sales Account Manager

TriZetto Provider Solutions / Cognizant (formerly Gateway EDI / NHXS), St. Louis, MO - Remote

May 2012 - Dec 2014

- Directed enterprise SaaS sales for healthcare billing analytics, and claims connectivity solutions, surpassing sales targets by 10% through strategic account management and execution.
- Managed provider and payer relationships across executive demonstrations, solution discussions, contract negotiations, and successful client implementations.
- Partnered with healthcare organizations to identify operational challenges, workflow requirements, and technology needs across revenue cycle management and provider connectivity solutions.

Director of Implementation, SaaS

AutoMED Software Solutions, Cedarhurst, NY

Mar 2010 - May 2012

- Directed EMR/EHR SaaS implementations for healthcare organizations, managing client onboarding, workflow analysis, system configuration, and migrations.
- Translated clinical and business workflows into technical requirements, connecting healthcare stakeholders with technical teams to drive adoption and successful implementations.

CERTIFICATIONS

AI for Product Discovery & Strategy - Scrum Alliance

AI for Product Owners - Scrum Alliance

Professional Scrum Master I (PSM I) - Scrum.org