

Ahinoam Balgaly

● Product Manager

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Hebrew native | English professional working proficiency

👤 ABOUT

Product Manager specializing in **fraud, risk, and trust & safety systems** for creator-economy and marketplace platforms. 4+ years at StreamElements across fraud product workflows, internal tools, detection logic, investigation queues, client reporting, analytics, QA/UAT, and operational automation with Product, Engineering, Data, CS, Finance, Legal, Support, and leadership.

📈 IMPACT

~50%

reduction in fraud-related support tickets

~2.5k

weekly fraud investigations supported team-wide

\$50k-\$1M

campaign budgets managed per client cycle

7+

team members trained across functions

★ CORE SKILLS

PRODUCT	Fraud/risk systems, internal tools, product ops, workflow design, requirements, user flows, prioritization, Kanban, QA/UAT
DATA	SQL, Tableau, Mixpanel, dashboards, fraud flags, false-positive reduction, investigation metrics, reporting logic
EXECUTION	Cross-functional delivery, SOPs, playbooks, training, stakeholder management, marketplace ops, process improvement
DOMAINS	Trust & safety, B2B2C SaaS, creator economy, marketplace platforms, fraud & risk, campaign management

🎓 PRODUCT MANAGEMENT TRAINING

Product Experts - Product Management Course

In progress | Expected Jun 2026

Practical PM training in product vision, roadmap creation, MVP validation, product-market fit, discovery, UX, user stories, product analytics, KPIs, conversion funnels, sprint prioritization, Scrum/Agile, APIs, web applications, and cross-functional team management.

📁 STREAMELEMENTS EXPERIENCE

SE StreamElements

Full-time | Mar 2021 - Dec 2025

Product Manager - Fraud, Risk & Trust Systems PM

Sep 2022 - Dec 2025

- Owned fraud/risk product workflows for internal campaign-management tools, translating operational pain points into requirements, user flows, prioritization logic, QA/UAT, dashboards, and rollout training.
- Stepped up to lead the fraud investigations product area after the PM departed; partnered with Data and Engineering to refine detection logic, reduce false positives, and improve reviewer efficiency.
- Defined fraud-related data fields, investigation statuses, fraud categories, queues, and prioritization rules across the internal campaign-management system.
- Built a fake-accounts module to prevent fraudulent accounts from receiving offers and introduced a yellow-flag process for suspicious but unconfirmed cases.
- Supported **~500 investigations per person per week** (~2.5k team-wide) across **~20 campaigns/month**; reported findings and risk trends to leadership including the CTO.
- Built dashboards, SQL queries, playbooks, SOPs, and training docs; saved **~10 hrs/week** personally and **~5 hrs/week** per team member through investigation workflow improvements.
- Redesigned detection-related flows, driving a **~50% reduction** in fraud-related support tickets.

Operations Team Member OPS

Mar 2021 - Sep 2022

- Managed creator campaign operations across **3-6 concurrent clients** and budgets from **~\$50k to \$1M**, including HelloFresh, Plarium, Scopely, and Lilith Games.
- Produced client spend reports twice weekly and coordinated directly with CS, Creator Managers, and clients on budget progress and operational reporting.
- Corrected client reporting logic that undercounted billable events, improving revenue visibility and saving **~4 hrs/week per client** through automated reports.

 EARLIER EXPERIENCE

FINANCE & BOOKKEEPING

Levi Trucks Strauss (1993) Ltd. | Sole Bookkeeper

Owned bookkeeping processes and reporting accuracy, strengthening the financial discipline later used in campaign reporting, billing logic, and operational analytics.

FINANCE LEADERSHIP

Shaldag Group | Head Bookkeeper

Managed financial workflows and cross-functional coordination with internal stakeholders, vendors, and external finance partners.

GLOBAL OPERATIONS

Dermador Ltd. | Bookkeeping & Assistant to VP Finance

Supported finance and administration across US, South Africa, Spain, and Israel activities, with emphasis on accuracy, documentation, and executive follow-through.

ADMINISTRATION

iPlan Ltd. | Administrative Manager

Managed administrative operations, vendor/client coordination, internal processes, and execution details across teams.

RETAIL OPERATIONS

Imaginarium Retail Ltd. | Administrative Manager

Supported an 8-store network with operational administration, process coordination, and cross-location follow-up.

FLIGHT OPERATIONS

Flying Carpet | Flight Operations

Worked in a high-coordination operational environment requiring accuracy, fast response, and reliable handoffs.

 ADDITIONAL COURSE COVERAGE

Product Experts - Product Management Course

Business Model Canvas

P&L

Storyboarding

Wireframing

Prototyping

Growth strategy

Lifecycle management

Financial modeling

Product marketing

APIs

Web applications

Cross-functional leadership