

Limor Sternberg



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SENIOR PRODUCT MANAGER | PRODUCT BUILDER | DATA EXPERT

With **7+ years of product management** experience and a **strong technical foundation** across **data**, **AI-driven solutions**, and **internal platforms**, I build innovative products that turn complex needs into clear, scalable solutions and drive measurable business impact.

My core strengths include turning ambiguity into clear product direction, simplifying complexity into easy-to-use solutions, mentoring product team members, aligning cross-functional teams, and driving high-quality execution.

EXPERIENCE

PRODUCT MANAGER EXPERT | MARKETING PLATFORMS | PLAYTIKA | 03/2025 – present

- Lead Offerwall Structure Management, replacing fragmented manual workflows with a centralized platform.
- Mentor team members and establish product work practices through ongoing consultations, requirements reviews, and pre-milestone check-ins.
- Define MVP scope, rollout, and adoption plans for tools used by UA, Creative, Strategy, and business stakeholders.

PRODUCT MANAGER EXPERT / SENIOR PRODUCT MANAGER | TECHNOLOGIES | PLAYTIKA | 01/2020 – 02/2025

- Owned internal data and platform products end to end, from discovery and MVP definition to delivery, rollout, adoption, and continuous improvement.
- Initiated and led Playtika's experimentation platform and implementation in all Playtika's studios.
- Established the company enterprise DWH with unified data of more than 24 games.
- Led real-time business performance applications across mobile and web, helping business teams monitor KPIs, identify issues, and make faster data-driven decisions.
- Explored early-stage AI and automation initiatives including feature simulation, automated slot math generation, and dynamic offer pricing configuration.

AI PRODUCT MANAGER | AI LAB | PLAYTIKA | 05/2019 – 12/2019

- Led product development from concept and POC through agile delivery and release.
- Defined, monitored, tracked and analyzed experimentation results with global stakeholders.

DATA PRODUCT MANAGER | PLAYSTUDIOS | 06/2018 – 04/2019

- Established the data product function, defining the roadmap, lifecycle, and execution processes for data products.
- Led planning and delivery of data products, partnering with engineering and data teams on data modeling, architecture, and business needs.

BI & DATA ENGINEER | TPERSON / PLAYTIKA | 05/2014 – 05/2018

- Built BI, reporting, data modeling, and Big Data solutions supporting business-facing analytics products.

EDUCATION & ADDITIONAL

B.Sc. in Industrial Engineering & Management, Tel Aviv University | 2010 – 2014

Video Editor & Photographer, Israeli Air Force | TAU Certificate of Honors for Social Activity | Mentor, Appleseeds Academy