

Limor Sternberg

PRINCIPAL PRODUCT MANAGER | PRODUCT BUILDER | AI & PLATFORMS

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With 7+ years of product management experience and a **strong technical foundation across data, AI, and automation**, I build **user-centered products** that turn **ambiguous problems into simple, intuitive experiences** and drive measurable business impact.

My core strengths include uncovering user needs, shaping clear product direction, simplifying technically complex systems, and partnering closely with design, data, and engineering to drive products from early exploration and prototyping through MVP, launch, iteration, and adoption.

EXPERIENCE

ASKLIMOR.COM | INDEPENDENT PROJECTS | SOLO PROJECT

06/2026

- Built and shipped an interactive AI product from concept to working experience, combining product design, AI prototyping, and hands-on technical execution.

PRODUCT MANAGER EXPERT | MARKETING PLATFORMS | PLAYTIKA

03/2025 – present

- Build AI-assisted prototypes to explore product concepts, test UX flows, and align stakeholders before development.
- Lead Offerwall Structure Management, replacing fragmented manual workflows with a centralized platform used across UA, Creative, Strategy, and business teams.
- Define MVP scope, validate solutions, and lead rollout and adoption across user groups.
- Mentor team members and establish product work practices through ongoing consultations, requirements reviews, and pre-milestone check-ins.

PRODUCT MANAGER EXPERT / SENIOR PM | TECHNOLOGIES | PLAYTIKA

01/2020 – 02/2025

- Owned complex data and AI-driven products end to end, using user discovery and stakeholder research to identify problems, shape product direction, define MVPs, and partner with engineering, data, and design through launch, iteration, and adoption.
- Identified fragmented experimentation workflows across business units and initiated Playtika's experimentation platform, expanding parallel testing capacity from 1→4 tests in smaller business units and 8→20+ in larger business units.
- Led a real-time decision-support product for C-level executives and business leaders, simplifying complex performance data into an experience that helped users quickly identify issues and take action.
- Initiated and validated AI and automation products that simplified expert workflows, including feature simulation, automated slot math generation, and dynamic offer configuration.
- Established Playtika's enterprise DWH across 24+ games, standardizing business metrics and creating a single source of truth across business units.

AI PRODUCT MANAGER | AI LAB | PLAYTIKA

05/2019 – 12/2019

- Led AI product development from early discovery and concept validation through POC, agile delivery, and release.
- Defined success criteria, monitored experimentation results, and worked with global stakeholders to evaluate product performance and guide iteration.

DATA PRODUCT MANAGER | PLAYSTUDIOS

06/2018 – 04/2019

- Established the data product function, defining the roadmap, lifecycle, and execution processes for data products.
- Led discovery, planning, and delivery of data products, partnering with engineering and data teams to translate business needs into scalable product solutions.

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