

NOA BAB

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STRATEGY & OPERATIONS LEADER | PRODUCT-MINDED OPERATOR | AI ENABLEMENT

Business strategy and operations leader with 15+ years partnering directly with founders and senior executives to turn ambiguous priorities into operating rhythms, cross-functional roadmaps, and measurable outcomes. Approaches operations the way a product person approaches a roadmap: breaking a problem down to first principles, then building the systems, workflows, and decision frameworks that let founder-led, high-growth companies scale, including AI-enabled platforms and cross-functional programs spanning Product, Engineering, Talent, and Communications. Known for a truth-seeking, data-first approach: pressure-testing metrics, catching logic that doesn't hold up, and building the systems that measure what actually matters. Builder at heart with a bias toward action, strong judgment, and the discretion to act as a trusted extension of executive leadership. Enjoys chess, Taylor Swift, & green tea (Included this line, even though Claude suggested not to.)

PROFESSIONAL EXPERIENCE

Miovision

Director, Internal Operations & Communications

2024 - Present

Apply product thinking to internal operations, building the platforms, systems, and operating cadences that run a 500+ employee global technology company, from AI-enabled knowledge infrastructure to cross-functional prioritization.

- Partner directly with the CEO and executive team on high-visibility strategic initiatives, executive presentations, and company-wide programs, translating complex business needs into clear, resourced plans and cross-functional execution.
- Built the company's AI-enabled internal operating system, establishing governance, planning cadences, knowledge architecture, and automated workflows across 110+ spaces, cutting internal support tickets and reclaiming dozens of hours of manual coordination across the company every month..
- Established measurable performance management across communications and employee experience by defining KPIs spanning eNPS, external ratings, editorial adoption, employee confidence, and engagement, applying the same quantitative rigor to people metrics as to any product metric.
- Transformed executive communication across the company by redesigning its all-hands Town Hall as a hybrid-first employee engagement product, increasing live participation to **~75-83%** of the entire employee workforce while sustaining a **5-star satisfaction rating**.
- Designed and launched an internal AI Content Assistant, building reusable AI workflows and prompt frameworks that standardized executive communications and content creation across teams.

Shopify

Senior Program Manager, Operations & Strategy

2023 - 2025

Operated as a strategic partner to Talent executive leadership, applying product thinking to design scalable operating models and internal products across Talent Acquisition, Learning, and Employer Brand.

- Designed and scaled the Weekly Heartbeat operating model, reducing hundreds of initiatives into **five strategic priorities** and establishing a weekly shipping cadence adopted across three functions, and later the rest of the company.
- Introduced Shopify's Talent Product Principles, adapting the company's product operating model into playbooks, rituals, and enablement that improved prioritization, customer focus, and execution quality.
- Served as trusted advisor and thought partner to senior leadership, reviewing plans for completeness, distinguishing a process problem from a product problem in a slipping metric, and helping leaders make faster, higher-quality decisions.
- Reimagined Shopify's global employer experience through a data-driven digital strategy, increasing career-site engagement by **133%**, reducing bounce rate by **60%**, and improving interview-to-hire conversion from 1.9% to **3.1%**.
- Led enterprise ATS selection and implementation, improving hiring efficiency by **30%** and reducing time-to-hire by **15%** through product discovery, workflow redesign, and global adoption.
- Redesigned Shopify's global onboarding experience for a remote-first workforce, reducing onboarding time by **25%** and improving operational efficiency by **40%** through standardized, scalable workflows.

Team Lead, Product Operations

2021 - 2023

- Led enterprise platform selection and implementation, improving operational efficiency by 30% and reducing time-to-hire by 15% through discovery, process redesign, and stakeholder coordination.
- Introduced AI-enabled assessment capabilities that improved decision quality while reducing bias, strengthening the organization's early adoption of AI-enabled business processes.
- Built executive dashboards and performance measurement frameworks that enabled data-driven decisions across learning and talent programs, improving visibility into business outcomes and investment priorities.

Head of Employer Branding & Internal Communication

2018 - 2019

- Led executive and change communications during a **20% workforce reduction**, translating sensitive business decisions into clear stakeholder communications and improving operational efficiency by **30%** while maintaining transparency and trust.
- Rebuilt eBay's employer narrative and communications strategy across internal and external channels, restoring its **Top 30 Best Companies to Work For** ranking.
- Built an employee ambassador and executive thought-leadership program, increasing internal content reach **3x** and strengthening the visibility and authenticity of corporate narratives.

Team Lead, Product Operations

2017 - 2018

- Built and led a six-person Product Operations team spanning Product and Engineering, establishing the team's operating model, governance, and execution practices from the ground up.
- Improved structured data catalog management efficiency by **40%** through taxonomy design, SEO optimization, and data quality initiatives, accelerating product delivery across engineering and business teams.

Colu Technologies LTD.**Head of Growth & Marketing**

2016 - 2018

- Joined one of the earliest blockchain fintech startups to build the growth operating model, scaling customer adoption, strategic partnerships, and international expansion from early product-market fit through rapid global growth.
- Scaled a blockchain-based payments platform from **0 to 100,000 users** and **1,000 small business partners** by leading go-to-market strategy, growth operations, and community development.
- Helped position the company for **\$70M in funding**, including a **\$30M Series B**, by translating product traction and market opportunity into growth strategy and investor narratives.
- Built and scaled five customer communities across the UK and Israel, achieving **74% user retention** and **46% active engagement** through localized growth and content strategies.

Edmond de Rothschild Foundation**Head of Learning & Development**

2011 - 2015

- Designed and launched a three-year leadership program, achieving a **95% completion rate** and strong career advancement outcomes for high-potential participants.
- Built an early-career leadership program that achieved **97% participant satisfaction** and **95% completion** (25% above benchmark), reducing recruitment costs by ~\$20K.
- Led a team of 25 facilitators and learning designers, scaling global leadership programs through standardized delivery and measurable learning outcomes.

LEADERSHIP EXPERIENCE

- **40 Under 40** | Hebrew University of Jerusalem | 2024. Recognized among the university's 40 Under 40 alumni for professional leadership and impact.
- **Co-Founder** | Dana & Noa Make My Career | 2011 - 2022. Scaled a career development community from inception to **90K+ followers** and **250K monthly reach**, helping thousands of job seekers through content, workshops, and coaching.
- **ROI Schusterman Foundation** | Fellow & Mentor. Selected for an international leadership community of global changemakers.

EDUCATION**MIT School of Management, Boston**

2019

Leadership in the Digital Age - Information & Communications Graduation

The Hebrew University of Jerusalem

2009 - 2013

M.A - Master of Liberal Arts, Interdisciplinary Honors Program

B.A - in Humanities

DipEd - Teacher Certification