

SHELLY JENCMEN

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PROFESSIONAL SUMMARY

Senior Product manager, Delivering data driven systems on premise and SaaS, Rich experience leading strategic data products – B2B2C in global and intensive environment. Acting as the voice of the customer in front of internal/external stakeholders: R&D, UX, IT, legal, marketing etc. Translating customer needs to MVP and product features into product backlog, Managing scrum teams in Agile environment using Jira/TFS. Promoting innovation in the organization and striving to maximized product value.

Graduated Health System Management (MHA) + Research.

EXPERIENCE

2021 -

SENIOR PRODUCT MANAGER, K HEALTH

Leading the creation of a one source of truth for patient medical information that ensures data consistency in real time between patients, clinicians, AI and external EMRs:

- Patient integrated view – enable all sources to read and update patient medical record
- Patient longitudinal record – tracing the patient through his on-going historical data
- Medical ontology dictionary – standardize medical terminology by using FHIR and other standards in supporting interoperability in and out of k
- Medical data lake – building a data lake with deidentified PII's for use by data scientists and analytics

2018 – 2021

DATA & GIS PRODUCT MANAGER, ISRAEL DIGITAL HEALTH

Model and manage Covid19 national data layer used as a platform for various products and services related to the pandemic:

- Self-service platform – enable customers self-query in business terminology, improve quality of insights and time response, reduce TTM and high scalability
- Municipalities Pandemic Decision support system – enable on line evaluation regarding the pandemic state in the municipality, decision support for city intervention
- Statistic Data Layer – enable scientific measures and empirical validation
- Data visualization – design customer journey, alerts, KPIs, call for action

2015 – 2018

DATA PLATFORM MANAGER, AMDOCS

Owner of an innovative data Platform for Amdocs ticketing system based on PaaS and SaaS, using Microsoft's Azure Cloud Solutions

- Enable transparency and near real time data for operational users
- Support strategic decision making of high management
- Improving user experience

- Minimizing costs and risk mitigation
- Improved product availability

2010 – 2015

SENIOR BUSINESS ANALYST, AMDOCS

Delivered Data solutions to customers based on deep understanding of business needs and goals

2007 – 2010

INTEGRATION TEAM LEAD, AMDOCS

Responsible for the organization's SOA platforms to support organizational business processes. providing connectivity between operational systems by expose and consume services

EDUCATION

2012 – 2015

HEALTH SYSTEM MANAGEMENT (MHA), BAR-ILAN UNIVERSITY

Thesis on: Prediction of malpractice lawsuits based on adverse event reported to insurance company utilizing data mining models – supervised machine learning classifier that can classify a new event as a potential to become a malpractice law suit.

2001 – 2004

INTERNATIONAL RELATIONS (MA), HEBREW UNIVERSITY

Conflict Management and Resolution in a Multi-cultural environment.

1997 – 1999

BUSINESS STUDIES (BA), RUPIN ACADEMIC CENTER

Specializing in marketing strategy and market analysis, Cum Laude.

PROFFESIONAL TRAINNING

2020

PRODUCT MANAGEMENT, JOHN BRYCE COLLEGE

Product management & innovation, market analysis and product road map, user experience and marketing

2016 – 2017

UX DESIGN, NETCARFT ACADEMY

Preliminary market research, design of information architecture, user stories and personas. Plan usability testing. Practice design of UX utilize Axure.

2006- 2007

SOFTWARE ENGINEERING SYSTEM ANALYSIS, JOHN BRYCE COLLEGE

Theoretical and practical OO Analysis, Design & Programming based on UML methodology. System implementation using advanced technologies: MS-SQL, .Net & Rational Case tool.