

# TIRAN YASINOV

Business Operations | Commercial Operations | AI & Automation | B2B SaaS

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## SUMMARY

Business Operations and Commercial Operations leader with 6+ years of experience building and scaling operational infrastructure in B2B SaaS and FinTech environments. Proven track record of designing automation-first workflows and self-service capabilities that reduce manual dependencies across commercial and support teams. Hands-on builder of AI-driven solutions, cross-functional processes, and scalable systems. Promoted to Head of Operations after building core operational infrastructure from scratch, scaling the company from 10 to 40 employees, and driving measurable improvements in efficiency, customer satisfaction, and growth readiness.

## EXPERIENCE

### FinBot | B2B SaaS FinTech | Tel Aviv

Head of Operations | Apr 2025 - Present

Business Operations Manager | Mar 2024 - Mar 2025

Customer Success / Support | Jul 2023 - Feb 2024

Joined in a customer-facing role and quickly expanded into cross-functional operational ownership, progressing into Business Operations and later promoted to Head of Operations as the company scaled from 10 to 40 employees.

- **Commercial Enablement & Automation:** Architected and implemented an end-to-end onboarding automation flow (Webhook > Make > CRM > Communication systems), eliminating manual onboarding workload from support agents and creating a self-service pipeline that scaled with customer growth.
- **AI Workflow Design:** Designed and launched a 5-agent AI pipeline (AssemblyAI > Claude > CSS templating) that converted training videos into publish-ready knowledge base articles, reducing production time from days to under one hour. Result: 200+ articles published, NIS 100K+ saved annually.
- **Cross-Functional Process Design:** Served as the operational bridge between Sales, Legal, Finance, and R&D.; Managed contract coordination, vendor agreements, procurement workflows, privacy policy updates, and pre-litigation processes, improving visibility and execution speed across commercial operations.
- **Support Operations & Scalability:** Built the company's support infrastructure from scratch by implementing Zoho Desk, defining dispatching and escalation logic, and creating the first reporting layer for ticket visibility, root-cause analysis, and team performance. Scaled the team from 5 to 9+ agents with structured SOPs and coaching.
- **Escalation Redesign:** Ran a lifecycle analysis revealing 60% of open tickets were blocked on dev fixes with a 3-week average delay. Restructured the escalation model with a direct R&D; coordination layer via Azure DevOps, significantly reducing resolution time.
- **Regulatory & Compliance:** Owned end-to-end Open Banking licensing operations with the Israel Securities Authority, coordinating legal counsel, compliance, security, and executive stakeholders. Led security hardening initiatives toward ISO 27001 compliance.
- **RevOps Support:** Partnered with the CEO on strategic initiatives including competitor analysis, market positioning research, and internal process design in support of growth and sales enablement.

### SH Properties | Haifa Region

Real Estate Agent (Self-Employed) | 2020 - 2023

- Managed the full investment deal lifecycle for private clients, including sourcing, due diligence, negotiation, legal coordination, and financing referrals. Closed ~20 transactions per year (avg. NIS 1M per deal).

### Memory Block | Sydney, Australia

Operations Manager | 2017 - 2019

- Progressed from sales into operations ownership. Independently opened and operationalized 6 new locations across Sydney, leading site setup, hiring, supply chain, and multi-site reporting.

## **Falafel Gourmet | Melbourne, Australia**

Co-Founder & Head of Operations | 2017 - 2019

- Co-founded and operated a food business from scratch, owning permits, supplier management, operational setup, and day-to-day execution.

## **CORE SKILLS**

**Business & Commercial Operations:** Business Operations, Commercial Operations, RevOps Support, Commercial Enablement, Legal & Contract Coordination, Procurement, Cross-Functional Execution

**Automation & Systems:** AI Workflow Design, Make, Zapier, Webhooks, API Integrations, Zoho Desk, Zoho CRM, Azure DevOps, Jira, CRM Systems

**Analytics & Process:** KPI Dashboards, Workflow Optimization, Reporting Frameworks, Root Cause Analysis, SLA / Escalation Design, Self-Service Infrastructure

**Leadership:** Team Management, Stakeholder Management, Executive Communication, SOP Design, Startup Scaling

## **CERTIFICATIONS & ADDITIONAL**

Google Project Management | Google IT Support | PM Diploma (Greenwich, AU) | CCNA & Networks (John Bryce, IL)

Hebrew (Native) | English (Fluent)

GDPR | ISA | Accessibility

IDF Combat Medic (3 yrs)

Volunteer, Holocaust Survivors Welfare Fund | Haifa Region