SHAY KOREN

PRODUCT LEADER | USER-CENTRED | DESIGN-LED | AI-ENABLED SYDNEY, AUSTRALIA +61 410 875 519

DETAILS

Sydney
Australia
+61 410 875 519
hello@shaykoren.com

LINKS

Linkedin

Website

CORE SKILLS

Product Management

Vibe Coding

User Research

PROFESSIONAL SUMMARY

User-centred, design-led, AI-enabled product leader with 13+ years' experience building products, practices, and teams. My career spans startups, product studios, corporates, tech companies, and government agencies, working at the intersection of product, technology, business, and design. I bring a structured product approach, paired with a strong product and design sense and a collaborative, hands-on leadership style that empowers teams to deliver purposeful, high-impact work.

CAREER HIGHLIGHTS

Lovable Ambassador

Recognised as one of Australia's leading AI-led product builders on the platform and selected to be one of the first global ambassadors for the company. Brought on board to help shape the product and grow the community.

Meta's Global Heritage Archive

Worked with Meta's product experimentation arm on to develop their cultural heritage VR platform leading discovery, sharpening product focus, improving user experience, and informing the long-term roadmap.

Entity Management

Led the development of two national platforms that manage and oversee most of Australia's $80 billion worth of agricultural exports.

EMPLOYMENT HISTORY

Principal Product Manager — AI Products at Optus
Mar 2026 — Present

Led the development of Optus AI's product practice, a collection of tools, AI-agents, templates and frameworks that support product teams across the product delivery lifecycle. Coached various product teams and supported hands on, leading key product initiatives.

Key Achievements:

- Developed versatile AI-agents that support product work across the end-to-end product lifecycle.
- Developed an agent scaling and governance model to manage 6,000+ agents.
- Developed an interactive product management and delivery platform to align our teams' approach.
- Developed a vast collection of product templates and playbooks to help align product work.

Lead Product Manager at HCF (Contract)
Dec 2025 — Mar 2026

Worked under HCF Ventures, where I led product work on Active Locals, a social exercise platform that aimed to be the home of Australia's active communities (e.g. swimming, running and cycling groups). Was brought on board to help the product achieve product-market fit and mature the team's ways of working.

Key Achievements:

- Simplified the product, improved core functionality and added missing features.

- Defined clearer metrics and goals, developed team cadence and set the product up for success.
- Significantly improved product engagement and overall usage.

Fractional Product Manager
Jul 2025 — Dec 2025

Put six months aside to upskill on AI-led product management through hands-on product work, splitting the time between building products for clients and building products on my own.

Key Achievements:

- Worked with universities, tech companies and startups on a variety of product experiments.
- Made a list of every product I have ever wanted to build and released a new product every few weeks.
- Was identified by Lovable as one of the most active vibe-coders in Australia.

Product Lead at Department of Agriculture, Fisheries and Forestry (Contract)
Jan 2024 — Jul 2025

Led product efforts on two major platforms, guiding work from vision through launch. Owned roadmaps, shaped features, drove prototyping and user research, led cross-functional teams, and partnered closely with senior leadership.

Key Achievements

- Delivered two major national platforms serving thousands of internal users.
- Streamlined workflows, reduced task time, and improved user experience.
- Recognised with the Secretary's Award for Excellence for our product practice, user value, technical execution, and cross-business collaboration.

Head of Product & Founder at Pebble
Jan 2021 — Feb 2024

Pebble was a Sydney-based product studio that partnered with teams to build new products, improve existing ones, and mature product practices. Founded Pebble, established its product practice, led product initiatives, and mentored both internal and client teams.

Key Achievements

- Led 10+ product initiatives across startups, corporates, and tech companies.
- Developed 20+ frameworks and playbooks on product, research, and design.

Principal Product Manager at The Australian Broadcasting Corporation (Contract)
Mar 2020 — Jan 2021

Led the development of ABC Digital's product and people strategy, matured its product practice, and helped reshape the organisation's digital portfolio.

Key Achievements

- Developed a unified product approach aimed at positioning the ABC as one of Australia's leading product organisations.
- Co-created the strategy with hundreds of staff, engaging teams at all levels.
- Established a unified product practice and provided long-term clarity and direction across all product teams.

Founding Product Manager at Found Concrete (Contract)
Apr 2018 — Apr 2019

Found Concrete was an on-demand concrete ordering and management app. Took the product from concept to launch, growing the team from 2 to 10 while leading product vision, strategy, prototyping, user research, and venture design.

Key Achievements

- Achieved product–market fit from day one of launch, enabling the team to focus on growth.
- Reduced concrete ordering and management time from hours to minutes.
- The product went on to scale to 7,000+ users, achieving a CSAT score of 5/5.

Fractional Product Manager
Apr 2018 — Apr 2020

Partnered with organisations to shape product strategy, guide teams, strengthen product practices, and lead initiatives.

Key Achievements

- Led 15+ product initiatives across industries, spanning discovery, validation, and delivery.
- Strengthened product practices across 10+ organisations by embedding frameworks and mentoring teams.

Senior to Lead Product Manager at Fusion Labs
May 2015 — Apr 2018

Fusion Labs was one of Australia's leading product innovation agencies before it was acquired by Deloitte. Started as a Senior Product Manager and grew into a leadership role, heading the agency's product consulting arm. Unified and matured its product practice, managed and mentored internal and client teams, and led key product initiatives.

Key Achievements

- Led 10+ product initiatives across industries.
- Led the development of multiple product innovation labs and hackathons.
- Unified and matured the agency's product practice and approach.

EDUCATION

Master of Management (MMgt), University of Sydney Business School
2013

Human-centred design, strategy, entrepreneurship, and innovation.

Bachelor of Science (B.Sc.), University of Sydney
2009 — 2012

Majored in Psychology and Environmental Studies. Completed an international exchange at Maastricht University (Netherlands).