Maayan Yazdi

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PROFESSIONAL SUMMARY

Senior Operations Executive & AI Implementation Expert with over 12 years of hands-on experience leading Deep Tech and SaaS startups. Proven track record in translating executive vision into functioning technological products. Expert in Generative AI video/image production, GoHighLevel (GHL) automations, and AI-assisted software development. Combines strategic business leadership with the technical ability to build Chrome Extensions and web assets independently to drive growth and efficiency.

EXPERIENCE

Head of Operations & Project Manager Beatwork AI
April 2025 - Present

- **Strategic Execution:** Translated the CEO's vision into actionable technical and business roadmaps, bridging the gap between high-level strategy and daily R&D execution.
- **AI & Content Innovation:** Leveraged advanced Generative AI tools (**Google Flow, Veo, Nano Banana**) to produce high-quality marketing assets and product demos, significantly reducing external agency costs.
- **Hands-on Implementation:** Led technical teams while actively configuring and building AI Agents (Voice, Chat) and complex automation workflows within the **GoHighLevel (GHL)** ecosystem.
- **Financial Strategy:** Developed comprehensive P&L models and investor decks utilizing **NotebookLM** for deep market research and data synthesis.

Mentor / Consultant MaofTech (Ministry of Economy) & M.Y. Consulting
Jan 2023 - March 2025

- Mentored startups through the MaofTech accelerator, providing strategic guidance on business structure and scalability.
- Supported small businesses in recruiting and retaining top talent to build cohesive, high-performing teams.
- Guided early-stage founders on navigating business development challenges, legal foundations, and financial stability.

Head of Operations Phobos Development (Levana Protocol)
May 2021 - Nov 2022

- Oversaw operations for a fully collateralized perpetual swaps platform, managing teams across Product, Legal, Marketing, Finance, and HR.
- **Hyper-Growth:** Scaled the organization from a small team to **50 employees** and service providers rapidly while maintaining operational efficiency.
- **Investor Relations:** Designed and automated communication systems for over **70 investors** during foundation funding rounds.
- Managed multiple legal entities and ensured compliance with international regulations.

Career Sabbatical & Independent Tech Research (COVID-19 Period)
June 2020 - May 2021

- Dedicated period for in-depth market research, studying emerging AI trends, and independent technological upskilling during the global pandemic.

Co-founder & General Manager The Elegant Monkeys Ltd
Mar 2012 - June 2020

- Founded and grew a Deep Tech company developing AI algorithms that translate physiological data into human emotions (Kenko Technology).
- **Financial Management:** Created budgets, P&L statements, and managed **multimillion-dollar portfolios**.
- **Fundraising & Sales:** Secured **Series A funding** from a leading Japanese corporation and top-tier VCs; led **SaaS and AI sales** initiatives across Japan, the USA, and Europe.
- **Global Partnerships:** Partnered with Murata and secured major clients like Mizuho. Managed Public Relations (PR) across Japan and Germany.
- **Governance:** Chaired board meetings, managed significant funds, and recruited advisory board members.
- **R&D Collaborations:** Led joint research with top institutions, including **Weizmann Institute, Max Planck, Tel Aviv University**, and ATR Japan.

MILITARY SERVICE Israel Defense Forces | *2010 - 2013*

- Military Intelligence.

SKILLS

- **Generative AI & Media:** Google Flow, Veo, Nano Banana, NotebookLM, Midjourney.
- **Technical Prototyping (AI-Assisted):** Development of **Chrome Extensions** and **Websites** using AI workflows (HTML, CSS, JS knowledge).
- **Automation & CRM:** GoHighLevel (GHL) Expert, AI Agent Architecture (Voice/Chat), Workflow Automation.
- **Project Management:** Jira, Monday.com, ClickUp, Miro (Agile/Scrum methodologies).
- **Management:** P&L Management, Board Relations, Investor Relations, Global Business Development (Sales & PR).

LANGUAGES

- **Hebrew** - Native
- **English** - Fluent
- **Japanese** - Basic