

Doron Tsuberi

AI Product Leader & Builder

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AI product leader and hands-on builder: 12 years in product management, 10 more as an engineer and R&D manager. Since 2024 I have designed, coded, and deployed four production agentic-AI products end to end with Claude Code (multi-agent orchestration, MCP, RAG, evals, guardrails, billing) while leading AI product strategy for financial-services clients. Earlier I led AI SaaS and robotics products at Trax Retail, took hardware from concept to mass production at Better Place, and designed silicon at Cisco.

Work Experience

Product Consultant & AI Builder **Super Agentic, agentic AI products and advisory (B2B, FinTech / WealthTech)** 2024 – Present

- **Built and shipped, solo**, four production agentic-AI products end to end (product, architecture, code, evals, deployment) with Claude Code; 1,300+ commits, thousands of automated tests, CI on every repo.
- **SuperAgentiChat**: financial research agent: streaming tool calls across 9 market-data tools (SEC EDGAR, FintHub, Alpha Vantage), DCF and screener skills, multi-provider LLM routing, live subscription billing. superagentichat.com
- **SPINES**: computer-vision bookshelf intelligence with a public API, npm SDK, and MCP server, so Claude and other agents can query 10,000+ books identified from real shelf photos. getspines.com
- **DropRenew and OPERATIVY**: domain-portfolio operating system (registrar integrations, embedding matching, background jobs) and a multi-tenant marketing-ops engine with per-org token budgets and cost telemetry. droprenew.com
- Lead AI strategy engagements for financial-services clients: agentic workflows for diligence, research, and reporting for asset allocators; advise executives on roadmap and build-vs-buy.

Product Team Lead **Trax Retail, AI SaaS retail operations (B2B, Robotics/IoT)** 2020 – 2023

- Owned strategy and roadmap for AI-powered SaaS/IoT products serving global retailers, aligning near-term delivery with long-term commercial growth.
- Delivered 35% reduction in shelf out-of-stock events and 20% improvement in store-team productivity for global retailers
- Scaled a robotic solution from proof-of-concept to commercial rollout across 50+ stores, establishing a new strategic revenue stream
- Owned roadmap, KPIs, experimentation, and AI model lifecycle integration into SaaS operations supporting multi-million ARR growth
- Recruited and mentored 3 Product Managers, upgrading product practices in discovery, delivery, and measurement.

Product Manager / Product Lead **Sirin Labs, Android smartphones for crypto users (Consumer Electronics, B2C)** 2014 – 2019

- Led product definition of a premium Android smartphone for high-risk crypto users, including biometric identity verification; ran customer discovery, prototyping, and validation.
- Led the mobile accessories business from concept through profitable GTM rollout, strengthening brand reach and revenue mix.

R&D Team Leader / System Engineer **Better Place, Electric Vehicles Charging Infra. (B2B2C)** 2009 – 2013

- Delivered the home EV charger product line from concept through NPI to mass production at Flextronics China, and managed the team that built the manufacturing automation systems.

Logic Design Engineer (Chip Design) **Cisco Systems, Services & Mobility Business Unit (B2B, Telecom)** 2005 – 2009

- Designed a Deep Packet Inspection microchip for Cisco routers (P-cube acquisition), keeping ISP networks performant under the surge of P2P traffic.

Leadership & Community

Founder & General Manager **Self Driving Cars 101 (NGO)**

- Founded and run a global community of over 6,000 autonomous-vehicle practitioners across 10 cities (2016 – present), organizing technical meetups and content on perception, system integration, and deployment. selfdrivingcars101.com
- Completed Udacity's Self-Driving Car Engineer program: perception, sensor fusion, localization, path planning, ROS, in Python and C++.

Education

MBA **Reichman University (IDC Herzliya), IL** Majored in Marketing, awarded scholarship based on academic excellence.

B.Sc. Electrical & Computer Engineering **Ben Gurion University, IL**, Top 5%, awarded a full scholarship based on academic excellence.

Skills & Tools

Claude Code • Agentic AI (multi-agent orchestration, tool use, MCP) • RAG • Evals & Guardrails • Prompt & Context Engineering • LLM Productization • MLOps / Edge AI • TypeScript / Next.js • Python • SQL • Postgres / pgvector • System Architecture • AI Product Strategy • Roadmapping • Go-to-Market • KPI Ownership • B2B SaaS • Team Leadership