INON BAASOV

Product & AI Deployment Leader | Founder x2, Former CPO | 12+ Years in Product and AI Deployment

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PROFESSIONAL SUMMARY

I help service businesses of 50-500 people turn one painful workflow into a measurable improvement. My **AI Deployment Sprint** starts from one workflow's baseline, tests one use case in a **controlled pilot** with stop criteria agreed in writing, and ends with an **evidence-based recommendation: scale, change, or stop**. Behind it sit 12+ years in product, including co-founding TouchE and shipping an AI recommendation engine to **4 clients** (HOT, Ozon, Eros Now, Paramount), and a multi-agent AI system I built and run daily. Practice opened 2026, now at the founding-engagement stage.

CORE SKILLS

AI deployment and pilot design - **since 2026** - workflow baseline, use-case scoring, P&L model, Pilot Charter

AI risk controls - **since 2024** - QA gates since 2024; pilot controls designed 2026: shadow mode, Evals, kill-switch

Product management and experimentation - **12+ years** - Arena Plus, TouchE (CPO); roadmap, A/B tests, KPIs

AI/ML products - **since 2018** - TouchE recommendation engine (4 clients); since 2024: 27 agent roles across 3 AI engines

Client-facing delivery - **since 2018** - client meetings and demos at TouchE; 4 clients, 99.99% uptime SLA

PROFESSIONAL EXPERIENCE

Inon Baasov Ltd - AI Deployment Practice & AI-Native Product Studio

2024 - Present

Founder & Product Lead - solo founder; AI deployment practice opened 2026, product studio since 2024

- Defined the **AI Deployment Sprint** in 3 stages: **Workflow Baseline** (3 baseline numbers agreed in writing, use cases scored Automate/Assist/Human), **Controlled Pilot** (Pilot Charter with stop criteria), and **Measure and Decide**.
- Built the diagnostic toolkit: value tree and a **5-formula P&L model** (base cost, gross savings, realized savings, revenue value, risk) rolling up to ROI in 3 scenarios.
- Designed the rollout path **Shadow, Pilot, Ramp, Handover**: read-only start, privacy review before real data, Evals, kill-switch, and human approval on sensitive decisions.
- Built and run **AOa** (Agent Orchestration Architecture) daily: **27 agent roles across 3 AI engines**, **175 measured dispatch outcomes** feeding a model-routing table.
- Designed independent worker/tester QA gates that caught **16/24 outputs falsely claimed verified**.
- Shipped **BuildAR Pro** (signed Android APK), **CVMatch** (multi-tenant SaaS), **FamilyFlow**, and **Trading Journal** solo, concept to deployment; advised **AiRakoon** (2024) on roadmap, pilot readiness and success metrics.

TouchE TV - AI-Powered Interactive Video Platform (SaaS / PaaS)

2018 - 2024

Co-Founder & Chief Product Officer

- Co-founded the company, raised **$2.5M**, and co-owned P&L with the co-founder; led product from 0 to scale for 4 clients (HOT, Ozon, Eros Now, Paramount) with 4 cross-functional teams and a **99.99% uptime** SLA at high concurrent load.
- Designed and shipped an **AI E-com and AdTech recommendation engine and content personalization layer** across Web, Mobile, and Smart TV SDKs - driving **24% engagement uplift** and **22% quarterly adoption growth**.
- Owned the A/B testing infrastructure and ran client meetings and demos; shipped Creator CMS, Viewer SDK, Analytics Dashboard, and Monetization Engine as independent components; cut delivery overhead **38%** via Agile restructuring.

Arena Plus Financial Services - FinTech Platform (B2B)

2013 - 2018

Product Manager -> Senior Product Manager (Promoted)

- Owned the roadmap for an enterprise FinTech platform: data-prioritized decisions delivered **+22% user adoption**, **+15% revenue growth**, and **-20% time-to-market** across 3 geographies; reported to C-suite.

Previous Experience

- QA Manager, Pharmabest & Philtel (2011-2013) | QA, Protalix (about 1 year) | RA Consultant, Blau (2009-2011)

EDUCATION

- **Executive MBA**, Entrepreneurship & High-Tech Management - Technion, Israel Institute of Technology (2018)
- **B.Sc.**, Biotechnology & Food Engineering - Technion, Israel Institute of Technology (2008)
- Chemical Engineering Studies - McGill University, Montreal, Canada (2005)

MILITARY SERVICE

Israeli Air Force - Planning and Control Department 2000 - 2003

LIVE PRODUCTS

FamilyFlow (familyflow.fun) | Trading Journal (trade-pulse-journal-pro.base44.app) | Product consulting: AiRakoon, Smash+, Medicrowd, Yazamos