

Hagar Shmaia

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Israeli + EU work authorization | Open to on-site, hybrid and remote roles

0-1 Product Builder | MBA

SUMMARY

Hands-on operator with a decade of building the operating systems behind teams: processes, budgets, vendors, logistics, data and training, plus ~1.5 years taking a digital product from zero to one as founder of B-HELD. I ship the working pieces myself: websites, platforms, branded forms, onboarding flows and AI/no-code automations. I pick up new tools fast and turn messy, cross-functional work into repeatable workflows. MBA.

CORE COMPETENCIES

Product Operations | Implementation & Onboarding | AI Workflow Automation | No-code / AI-assisted Building | Process Design | Business Operations (BizOps) | Go-to-Market Execution | Customer Discovery | Cross-functional Coordination | Budget Ownership | Training & Enablement | Vendor & Logistics Management

TOOLS & PLATFORMS

- **Websites & product UI:** Lovable, v0, Vercel, Figma, Canva, Gamma
- **Automation & AI:** n8n, ChatGPT, Claude, Gemini, Codex, Base44, CapCut
- **Infrastructure & shipping:** Google Cloud Console, Vercel
- **Ops systems:** monday.com, HubSpot, SAP, CRM platforms, Google Workspace, Microsoft Office
- **What I build with them:** landing pages, clickable prototypes, branded forms, pitch decks, AI training materials. Rapid adoption of new tools.

EXPERIENCE

Founder | B-HELD (formerly Besty) | Jul 2025 – Present | Israel / Portugal / US

- Took a women-only, on-demand support service from manual delivery to a working digital platform; owned product operations, service design, positioning and go-to-market.
- Designed and shipped the provider catalog, request-and-matching flow, provider onboarding, websites, forms and communication workflows using AI-assisted and no-code tools.
- Built the provider operating model (screening, profiles, pricing, service delivery) and onboarded 100+ women providers in the first year.
- Packaged and launched a B2B offering; led the end-to-end rebrand from Besty to B-HELD across business model, brand, content, digital properties and internal systems.
- Selected for the 50:50 Startups founder program; pitched the venture to international audiences in Boston, including at Microsoft Garage.

Operations lead, 50-person unit, and assistant to the Chief Physician | Maccabi Healthcare Services | Dec 2022 – Oct 2025 | Tel Aviv

- Ran operations for a 50-person unit, including people-operations processes, salary-related administration, internal events and an annual budget of NIS 100,000.
- Designed and delivered internal AI training and supported innovation initiatives, bringing AI into research, communication and daily workflows.
- Owned cross-clinic coordination and follow-up processes, keeping multi-site work moving across stakeholders.
- Coordinated the Chief Physician's schedule, domestic and international meetings, conferences and lectures.
- MBA capstone: analyzed wellness and public-health accessibility gaps within the organization.

Global Travel & Employee Experience Manager | Quantum Machines | Jan 2022 – Aug 2022 | Tel Aviv

- Ran global travel operations under pandemic restrictions: 10–15 flight/hotel bookings per month, visas, executive meetings and full expense reporting to accounting.
- Coordinated international conferences for teams of up to 30 and produced a Family Day for ~250 employees and family members.
- Supported global shipping and production logistics and vendor management.

Office & HR Operations Manager | Skyline Robotics | Jul 2021 – Jan 2022 | Tel Aviv

- Owned HR and office operations for a 10-person robotics startup: recruitment, onboarding, vendors, payroll coordination and an annual budget of NIS 200,000.
- Managed import/export of specialized robotics components across the US and Europe, including customs brokerage, suppliers, visas and travel-expense processes.
- Worked directly with the CEO and a New York-based shareholder on payments and salaries, with access to company bank accounts in Israel and the US.

Client Operations Lead | Guberman Group | May 2020 – Jul 2021 | Tel Aviv

- Managed 10 concurrent technology and enterprise client accounts: payroll, contracts, reporting, collections and CRM administration.
- Promoted after three months to employer operations; handled high-volume deposits, data accuracy and technical support for a newly introduced system.
- Trained client and internal teams; adapted quickly to each client's systems and operating model.

Finance Department Lead, Collections | Hachshara Insurance Company Ltd. | Dec 2016 – May 2020 | Holon

- Collections, reconciliations and high-volume data processing with consistent accuracy; supported internal training and was recognized for excellence.

HR & Selection Officer | Israel Defense Forces | Nov 2013 – Nov 2016

- Designed and implemented the IDF's new discharge certificate and oversaw its rollout across military units, special units and the Israel Prison Service.
- Proposed a decentralized discharge workflow that enabled closing the department and generated significant annual savings; commanded 7–10 soldiers.

SELECTED DIGITAL & AI PROJECTS

- **Holy Pita:** designed and built an ordering website for a handmade food business in Lisbon with Lovable.
- **Smart Money:** financial-learning app concept and user flow, built with AI-assisted no-code tools.
- **BestyApp & branded NDA:** UX and digital-form prototypes in Figma.
- **Anonymous user survey:** built and launched a live research tool for confidential user input.

EDUCATION

- **MBA, Business Administration** | The Academic College of Tel Aviv-Yaffo | 2022–2024 | 83/100
- **BA, Political Science & Sociology** | Bar-Ilan University | 2018–2020 | 90.33/100

PROGRAMS & VOLUNTEERING

50:50 Startups founder program, Boston (2026) | Web Summit, Lisbon (2025) | She Codes, Welcome Manager to Branch Manager, Shenkar branch | Volunteer AI-fundamentals facilitator for teachers | ProWoman member

LANGUAGES

Hebrew: native | English: full professional proficiency