

# Omri Tubiana

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I'm a seasoned manager in tech with over 10 years of operations, people, customer experience and project management experience in both a start-up environment and big tech companies, **focused around employee empowerment**, critical decision making and high level strategic vision.

## Experience

### Group Manager - Marketplace Integrity at Fiverr

2023- 2024

- **Led a worldwide operational organization of 60 professionals** including team leads, moderators, analysts, L&D, operations & QA experts, across 3 office locations, moderating over 2M items a month.
- Owned various group processes, including HR & people professional growth, budgetary responsibilities, timely roll-out of processes, operational flow and excellence, learning & development, QA, policy setting and enforcement, workflow optimization
- **Collaboration with the Product, Legal, Engineering, Data & Analytics teams** regarding professional tools maintenance and improvements, data and trends, threat detection and prevention and yearly planning.
- **Optimized operations according to group objectives**, including tripling India's team productivity by implementing new workflows, increasing overall group accuracy by 12% by adjusting QA, introducing AI technology at scale, and effectively leveraging vendor relationships to provide better coverage and reduce costs.
- Served as a **high impact crisis management** and escalation point, handling business critical decision making about company wide policies alongside Fiverr's senior management and Legal department

### Manager - Anti Fraud & Content Moderation at Taboola

2019 - 2023

- Responsible for 12 reports & 1 team lead, distributed across Israel and EU, focused on **fraud analysis, content review & policy enforcement operations** in over 20 languages across dozens of markets worldwide.
- Managed ongoing review of Taboola's network of over 100K publishers in order to **detect and remove fraudulent publishers** and publishers not compliant with Taboola's policy.
- Monitored Taboola's network in order to **identify and optimize under performing publishers**, leading to an **average increase of X2 in performance** of optimized publishers.
- Worked closely with the business & Legal teams in order to align on publisher terminations, appeals, optimizations, policy updates and new publisher signings to protect Taboola's reputation while maximizing revenue.
- **Collaborated with Taboola's Executive Team** in order to handle high yield cases, identify revenue opportunities, update Taboola's policy and **make policy decisions based on company values**.

### Department Head - Content at RoutePerfect

2014 - 2019

- **Created the content department** - Responsible for 5 content specialists, 3 consultants and 10 freelancers, built **yearly operational plans**, defined department's responsibilities and tasks.
- Led moderation operations on all site content in order to detect IP, brand safety or policy violations in a **fast paced constantly changing start-up environment**.
- Wrote, edited and curated over 150K unique, SEO-relevant pieces of content for optimized performance of the site's traveler's marketplace .
- Identified and defined needs & tools to facilitate content development and lead efforts to create in house platforms.
- Improved site's algorithm via creation of unique backend data oriented toward optimization.

## Military Service

- Lieutenant at the Teleprocessing Branch. In charge of the development and promotion of over 300 officers.

## Education

B.A. in International Relations and Journalism/Communications at Hebrew University, Jerusalem.

## Languages

**Hebrew:** Native speaker

**English:** Very high professional fluency (Written and spoken)

## Technical Expertise

SQL, Tableau, Jira, Salesforce, Monday, WordPress, Google suite, Microsoft suite.