

# Arnon Shimoni

Hands-on Product Leader with expertise in B2B and B2C monetization. Experienced in pricing strategy, payment systems, and data analytics. Led teams of PMs and engineers to deliver strategic solutions for global expansion, and revenue growth. Skilled in product strategy & vision, technical marketing and market analysis.



## Experience

### Product Lead for Monetization (domain lead)

2023 - now

Storytel (Audiobook and Podcast streaming, >2m customers, Direct to consumer)

#### Achievements:

- Merging multiple teams down to two with a more focused mission: Monetization and Partners, with 16 engineers and product specialists.
- Crafting a target architecture and domain vision for customizable subscriptions, unbundling 210+ SKUs by separating entitlements and subscriptions concepts.
- Increasing net authorization rates from ~83% to ~86% by launching new payment methods (including Apple Pay, Vipps MobilePay).
- Terminating under-performing PSPs and methods, consolidated to Adyen as a main PSP.
- Reorganized system and support processes to process 17 million yearly events ( $\pm$ €250m in annual revenue), integrating direct-to-Netsuite ERP for revenue recognition.
- Supported hundreds of yearly price changes across 29 countries with tooling and processes, and hundreds of active customer campaigns (country-specific).
- Grew customer base by 100,000+ through partner integrations (A1, KPN, Bundler, Telia, Vodafone NL, Yettel, LG U+), strengthening our partnership API to reduce workload.

### Senior Product Manager / Group Product Manager

2020 - 2023

Pleo (Business expense management in FinTech)

#### Achievements:

- Forming the first billing Infrastructure team, and a customer support tooling team later on.
- Designing and scaling billing infrastructure to support global expansion from 5 to 20 geographies with an advanced SKU system, extending Stripe's billing.
- Regularly processes over 30,000 invoices a month with >€30m ARR, saving >€300,000 in yearly billing and payment processing fees.
- Built and designed processes supporting business models including PLG, User-based pricing, Usage-based pricing, Cashback, and user-based billable add-ons.
- Extended Stripe with multi-currency, multi-entity billing models, and advanced invoicing traits.
- Creating a back-office environment focused on support processes instead of components.
- Advanced troubleshooting components, surfacing data from many distributed systems.
- Defining and implementing helpdesks for multiple teams in Zendesk.
- Customer 360 dashboards for customer support triage.

### Product Manager and Solutions Architect (customer facing)

2014 - 2020

SQream (B2B "Big Data" solutions)

- Defined the SaaS-cloud product strategy, feature creation, and technical product marketing for the company's attempt at a DBSaaS product.
- Evangelized the product through tradeshows, meetups, webinars, and talks.
- Previously wrote high-performance Haskell and C++ as a compiler engineer.

#### Product leader skills

- Product strategy
- Team and culture building
- User and market research
- Business analysis
- Technical product marketing
- Public speaking

#### Technical skills

- Billing system architecture and design
- Python, Bash, GNU Make
- BI - Tableau, Metabase, SQL
- HubSpot CRM
- Database compiler design and computer networking

#### Language skills

- English (native)
- Danish (level 3, studying)
- Hebrew (native)

Based in København, Denmark.

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My articles: [arnon.dk](https://arnon.dk)

## Education

### B.Sc., Communication System Engineering

2009 - 2014

Ben Gurion University of the Negev, Final year distinction, Cum Laude.

Recipient of the 'Best Student Project' award for machine-learning project.

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## Select Talks / Podcasts

### **B2B vs B2C Monetization: You Won't Believe What They Have in Common**

September 2023 – Corrily's Pricing Lounge

<https://www.corrily.com/events>

### **How Pleo Built a Pricing & Packaging Infrastructure**

June 2022 – Stigg Best Practices

<https://www.stigg.io/blog-posts/how-pleo-built-a-pricing-packaging-infrastructure-with-arnon-shimoni-dc04be7562cd>

### **Enterprise Monetization Podcast – Episode 9**

May 2022 – MonetizeNow podcast

<https://www.monetizenow.io/podcast/episode-9>



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## Select blog posts and technical articles

### **Design your pricing and tools so you can adapt them later, #5 on HackerNews in February 2023**

<https://arnon.dk/design-your-pricing-and-tools-so-you-can-adapt-it-later/>

### **You should separate your billing from entitlements, #4 on HackerNews in May 2022**

<https://arnon.dk/why-you-should-separate-your-billing-from-entitlement/>

### **5 things I learned while developing a billing system, #7 on HackerNews in April 2021**

<https://arnon.dk/5-things-i-learned-developing-billing-system/>