

SHIMON EZEKIEL

Product Leader | Founder | Business Development

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ABOUT ME

Product and technology leader and two-time founder with 11+ years building and scaling ventures end to end. Co-founder of Works4you, where I own and build the technology product hands-on with AI and vibe-coding. I own product from first idea to launch - concept, specs, the build itself, and the operational and financial discipline to make it real. EMBA, Tel Aviv University.

CAREER HIGHLIGHTS

- Co-founded Works4you and own its technology product end to end - from concept and specs to building it with AI and vibe-coding tools - while driving business development.
- Founded and scaled TWOTONE - plus its daughter brand Monochrome - to 100+ boutique partners, owning production, finance, marketing, logistics, and full P&L.
- Ran product and operations for POKER111 - scouting, testing, and sponsoring Brazilian poker players in international events - and led distributed development teams across three continents.

AREAS OF EXPERTISE

Product Management • Hands-on Technical Build (AI, Vibe Coding) • Business Development • 0→1 Product • P&L Ownership • Operations & Logistics • BI & Analytics • Distributed Teams • Business Systems (ERP/CRM) • Financial Modeling • Go-to-Market • Brand Management

PROFESSIONAL EXPERIENCE

Works4you - Co-Founder, Product & Business Development | Feb 2026 - Present

- Co-founded Works4you with a partner; own the technology product end to end and lead its development using AI and vibe-coding tools.
- Drive business development alongside product - shaping the model, offering, and go-to-market.
- Lead go-to-market for 4rest4all, a Works4you project (Natural Capital for Future Generations).
- Currently in active development and validation; stress-testing core assumptions with lean, low-cost experiments before launch.

POKER111 - Product & Operations Manager | 2024 - 2026

- Scouted, tested, and managed a roster of aspiring Brazilian poker players, staking and sponsoring them in international events.
- Owned the product and operations; recruited and led distributed development teams across Nepal, Belarus, and Brazil.
- Built performance dashboards and analytics (Power BI, Looker Studio) and automated workflows to evaluate and manage players.

TWOTONE - Founder & CEO | 2014 - 2024

- Founded and led two brands end to end - TWOTONE (flagship) and its daughter brand Monochrome - a retail + e-commerce fashion house scaling to 100+ boutique partners.
- Owned the full P&L - financial planning, pricing, cash flow, and strategy - alongside production, work processes, marketing, own-brand stores, employees, and suppliers.
- Managed manufacturing, sourcing, logistics, and importing from Italy, including customs clearance.
- Managed the full business-technology stack - website, ERP and CRM (Comex ERP, Pipedrive CRM), and marketing automation - and drove business development and partnerships.

EDUCATION

Executive MBA (EMBA) - Coller School of Management, Tel Aviv University, 2016-2019

B.A. Industrial Design & Arts - Avni Institute of Design, 2010-2014 | Practical Engineering Certificate, 2012

ADDITIONAL

Military: Flight Control Technician, Israeli Air Force - complex, sensitive components on fighter jets and helicopters.

Languages: Hebrew (native), English (fluent).