Claudiu *Berechet.*



DIRECTOR, PRODUCT INSIGHTS

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Data and Product Analytics leader building the AI-native intelligence platform behind smarter customer, product, and revenue decisions. Turning adoption telemetry into measurable growth.

EXECUTIVE PHILOSOPHY

Most organizations are drowning in dashboards and starving for decisions. I lead the data and product analytics function that closes that gap—sitting at the intersection of product adoption, customer telemetry, and revenue strategy. Over the past several years, I have led the transition toward AI-native self-serve intelligence, empowering teams with plain-language answers while establishing the semantic layers, data governance, and analytics culture required to turn data into a primary steering wheel for growth.

CAREER JOURNEY

A Decade of Impact

8×8

Enterprise Cloud Communications

2 POSITIONS · Dec 2021 - Present · 4+ Yrs

Director, Product Insights

July 2024 - Present

Târgoviște, Romania (Remote)

Lead the Product Insights Lab at 8×8, combining advanced analytics, market intelligence, and behavioral insights to drive data-driven product strategy and measurable business growth. Working at the intersection of product, data engineering, and AI, I build and scale systems that empower faster, smarter decisions.

"What sets my approach apart: I don't just define strategy, I build. Using Claude Code and AI-assisted development, I have personally engineered internal dashboarding and data analysis tools that augmented my team's capacity and generated revenue-impacting insights across cross-sell and upsell motions."

- **Enterprise Data Strategy & AI Readiness:** Modernizing infrastructure and integrating emerging AI technologies at scale.
- **AI-Powered Tool Development:** Building internal analytics platforms end-to-end using AI coding tools to drive direct commercial impact.
- **Product Analytics at Scale:** Overseeing platforms processing 1B+ events monthly with enterprise-grade data governance.
- **Customer Profiling & Segmentation:** Deploying advanced models to maximize engagement, retention, and revenue expansion.
- **Data Integration & Enablement:** Designing real-time pipelines that surface actionable intelligence for customer-facing teams.
- **Telemetry & Tracking Standardization:** Driving unified tracking strategies across multiple product lines.

Sr. Manager, Product Insights

Dec 2021 - July 2024

Remote, Romania

Drove product strategy and growth through market trends, competitor insights, and user and customer behavior analysis.

- **Customer Profiling & Segmentation:** Defined ideal customer profiles and implemented advanced segmentation across our install base.
- **Product Analytics Platform:** Managed the core analytics platform (1B+ events monthly), including vendor negotiations and enterprise ownership.
- **Data Integration:** Built data pipelines to integrate product usage data, empowering customer-facing roles with actionable insights.

Vivre Deco

E-Commerce Leader

1 POSITION · Jan 2021 - Dec 2021 · 1 Yr

Head of Growth

Jan 2021 - Dec 2021

Bucharest, Romania

Led strategic growth initiatives including feature teams, conversion rate optimization (CRO), and continuous UX/UI enhancements for East European e-commerce market leader.

- **Feature Team Leadership:** Collaborated with front-end and back-end developers in Tech feature teams to execute continuous growth experiments.
- **Conversion Optimization & RFM:** Implemented conversion optimization and strategic RFM segmentation across customer segments.
- **A/B Testing & User Mining:** Conducted A/B testing to validate product hypotheses and analyzed user flow patterns.

Oracle

Enterprise Cloud & Software

3 POSITIONS AT ORACLE · Oct 2018 - Jan 2021 · 2.5 Yrs

Development Manager & Creative Lab PMO

Bucharest, Romania

Oct 2019 - Jan 2021

Led the web development team, focusing on data-driven applications and innovative web solutions to support Sales Reps in the competitive cloud market. Served as Product Owner for internal R&D at Creative Lab.

- **Agile Project Growth:** Oversaw project growth in an Agile environment, developing personalized user experiences leveraging modern frameworks.
- **Research & Enablement:** Conducted qualitative and quantitative research, implementing strategic sales communications for EMEA and JAPAC regions.
- **Message Innovation:** Innovated key message delivery methods and web gamification frameworks across Creative Lab projects.

Digital Innovation Lead EMEA & JAPAC

June 2019 - Oct 2019

Bucharest, Romania

Partnered with various functions to identify opportunities and develop pilot frameworks for testing new technologies, solutions, and approaches.

- **Technology Pilots:** Developed and tested emerging web technologies and pilot frameworks.
- **Gamification Schemes:** Created internal web gamification schemes and complex enablement solutions for sales representatives.
- **Cross-Department Growth:** Drove revenue growth by partnering strategically with Tech, Apps, and Oracle Digital teams.

Digital Campaign Manager, EMEA & APAC

Oct 2018 - June 2019

Bucharest, Romania

Managed and created internal communication initiatives for various Lines of Business in EMEA and JAPAC, working closely with stakeholders to transmit key business messages to Oracle's Sales Organization.

- **Campaign Strategy:** Developed digital strategies for regional campaigns and enablement initiatives.
- **Design & Production:** Coordinated ideation meetings with developers and designers, building brand identities, web portals, and email enablement solutions.

American Experience

International Operations

1 POSITION · Dec 2015 - Sep 2018 · ~3 Yrs

Maryland Operations Lead

Dec 2015 - Sep 2018

Bucharest, Romania / Maryland, USA

Managed international operations, visiting partners across Eastern Europe and Asia to oversee recruitment while maintaining relationships with US partners in Maryland and State Department Designated J1 Visa sponsors.

All Friends

Brand & Marketing

1 POSITION · June 2013 - Dec 2015 · 2.5 Yrs

Brand Manager

June 2013 - Dec 2015

Ocean City, MD / Bucharest, Romania

Created social media content, oversaw print and digital design materials, and trained sales representatives across partner recruiting agencies in Asia and Europe.

CORE CAPABILITIES

What I Build & Lead

01

AI-Assisted Tooling & Engineering

Engineering internal analytics tools using Claude Code and AI coding workflows to drive direct cross-sell & upsell impact.

02

High-Scale Product Telemetry

Governing analytics platforms processing 1B+ monthly events with enterprise-grade data hygiene and semantic layers.

03

Behavioral Profiling & Retention

Deploying customer profiling models and real-time pipelines that surface expansion opportunities to customer teams.

04

Agile Leadership & Team Growth

Leading cross-functional data engineering and product teams to modernize enterprise data capabilities.

PEER ENDORSEMENTS

What Colleagues Say

"Claudiu is simply awesome. He is extremely bright, and his expertise spanning domains is truly impressive. He's a tremendous leader who elevates his team and others around him. He works through ambiguity to deliver impressive outcomes. He is decisive, empathetic, and diligent. I truly believe Claudiu is a rising star."

Matt Brundage
Streamlining Research @ Rocket | Proven UXR Leader

"Claudiu is a natural born leader, always curious and eager to help a business achieve its full potential. His analytical mindset and user-centered approaches have had a great impact over not only the products, but the team as well."

Dorian Dinu
UX Researcher | User Needs Advocate | PM & Strategy

"Claudiu is a brilliant thinker in a wide array of areas. This is an extremely valuable contributor, t-shaped with an amazing range of subject matter expertise and remarkable depth of experience for his age. Cannot recommend highly enough."

Gary Buck
UX Strategy, Research & Design Consulting

"What impresses me the most about him is his ability to continuously adapt to new challenges in a way that seems effortless. In a short amount of time, Claudiu managed to learn his way into a new role as dev lead and generated scalable solutions for our organization."

Andreea Dumuta
Sr. Manager, UX & Digital Design @ Oracle

"Claudiu is the go-to person whenever you need creative input. He's a true 'brainiac', always searching for new ideas and technologies. He's very skilled in design and development as well, making him the ideal team mate to work on complex projects."

Oana Guta
Digital & Omnichannel Marketing Manager

"Claudiu is a fantastic innovation hunter and experimenter. He can easily wear different hats: strategist, designer and developer. He is enthusiastic, a fantastic team player, witty and funny, and a natural born leader. He's just one of those people that everybody loves."

Anca Pintilie
Global Marketing Executive @ Oracle

EDUCATION & BACKGROUND

Credentials & Formative Years

University of the Arts London

BA (Hons), London College of Fashion, Photography (2012–2015)

- Focus on visual storytelling, digital media, and user perception.

Liceul de Arte "Bălașa Doamna", Târgoviște

High School Diploma, Architecture Section (2008–2012)

- Specialized study in architectural drafting, structural design, and visual aesthetics.

Certifications & Credentials

- **General Assembly:** Digital Marketing Circuit Certification
- **General Assembly & Udemy:** UX Circuit & Advanced Product Analytics / AI Engineering

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