

AMIR DALLAL

Product Leader | Connected Platforms, AI in Production & Full-Stack Execution

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PROFESSIONAL SUMMARY

Product leader with 15+ years building and scaling connected platforms from zero-to-one through enterprise deployment, across three startup-to-acquisition exits (Followap/Neustar, Jungo/Cisco, CANDI Controls/Altair/Siemens). At Siemens, I took Toggled iQ from a commercial lighting controls app to a smart building platform serving 1,000+ buildings and 40,000+ connected devices, doubling SaaS revenue year over year. Working in a lean organization, I operate as a full-stack product organization of one: strategy and roadmap alongside technical sales, development team management, all QA, hardware fulfillment, and Tier 3 support. I ship GenAI in production, build working products through AI daily, and believe great technology should be transparent, trustworthy, and designed for the people who depend on it.

SELECTED IMPACT

- **Lighting App to Building Platform:** Expanded a commercial lighting controls app into a comprehensive smart building platform spanning environmental monitoring, energy metering, leak detection, and occupancy, growing to 1,000+ buildings and 40,000+ devices with 2x+ SaaS revenue growth year over year and 100x user growth.
- **AI in Production:** Designed and shipped an AI-powered semantic normalization engine (hybrid local Ollama with Claude API fallback) that auto-classifies heterogeneous device data to unified schemas, reducing site onboarding from days to hours and cutting cloud token costs approximately 80%.
- **Full-Stack Product Function:** Run every function a lean product organization needs: pre-sales and technical sales, all demos from installer walkthroughs to executive presentations, development team management and task assignment, all QA, edge gateway and third-party device fulfillment, and Tier 3 technical support.
- **Frictionless Onboarding:** Redesigned a complex BLE mesh commissioning workflow into a guided mobile experience, reducing setup time by up to 90% and converting a contractor-only process into self-service.
- **Validated Real-World Outcomes:** Supported a U.S. Department of Energy pilot with Lawrence Berkeley National Lab achieving up to 75% energy reduction in commercial deployments; sustained 8+ years of enterprise customer retention through continuous, evidence-based product evolution.

PROFESSIONAL EXPERIENCE

Senior Product Manager, Toggled iQ | Altair Engineering (now Siemens)

Remote | Dec 2019 - Present

Lead Product Owner for a full-stack B2B/B2B2C smart building platform across web, mobile, edge, and cloud. Full ownership of strategy, execution, and every operational function of a lean product organization.

Product Vision and AI Innovation

- Define end-to-end product strategy, roadmap, and PRDs for a multi-protocol platform (BLE Mesh, LoRaWAN, BACnet/IP, MQTT) serving enterprise clients across commercial building portfolios.
- Designed and shipped a production AI normalization engine that classifies heterogeneous device datapoints to industry semantic schemas (BRICK, Project Haystack, W3C WoT) and generates digital twins via API.
- Built rule-based automation and alert frameworks that transform raw sensor streams into actionable, trust-earning notifications, reducing alert fatigue and increasing operator confidence.
- Use AI daily as a force multiplier: AI-assisted requirements authoring, code generation for data pipelines and payload decoders, and rapid prototyping to validate concepts before committing engineering.

Platform and Ecosystem Growth

- Expanded the sensor and device portfolio beyond core lighting into environmental monitoring, leak detection, occupancy, and energy metering through hypothesis-driven pilots, unlocking new use cases and SaaS revenue streams.
- Evaluate and onboard third-party hardware vendors across durability, enclosure design, mounting methods, and country-of-origin constraints; support UL certification and cybersecurity alignment.
- Maintained 8+ years of enterprise customer retention through continuous product evolution informed by usage analytics, support signals, and direct field feedback.

Full-Stack Execution and Leadership

- Serve as primary technical authority across the sales lifecycle: run all pre-sales engagements and product demos, from installer walkthroughs to executive presentations, plus proof-of-concept integrations that support pipeline growth.

- Manage a distributed development team (US and Spain) day to day: task assignment, backlog prioritization, sprint planning, and scope decisions across backend, mobile, web, and edge gateway.
- Personally execute all QA and own release management: test plans, regression cycles, and synchronized multi-platform releases.
- Own hardware fulfillment operations (edge gateway configuration, third-party device setup) and provide Tier 3 technical support across apps, firmware, networking, and cloud, isolating root causes through log analysis and protocol-level diagnostics.

Solutions Architect | Altair Engineering (CANDI Controls, acquired)

Oakland, CA | Dec 2017 - Dec 2019

- Designed and delivered enterprise IoT integrations across HVAC/BMS, sensing, metering, and building analytics; served as customer-facing technical authority through the full sales and deployment lifecycle.
- Authored deployment documentation, integration guides, and QA processes that improved rollout consistency; translated field friction into roadmap improvements as the bridge to product leadership.

System Engineer, Innovation Department | Cisco / Jungo (acquired by Cisco)

Israel | Dec 2010 - Jun 2014

- Built connected-device and smart home prototypes in Cisco's CTO Innovation group that directly influenced the global product roadmap; managed live demo environments across global offices and major industry conferences.
- Applied hands-on UI/UX skills (Adobe XD, Photoshop, Illustrator, CSS/HTML) to prototype interfaces and drive a unified product experience across the business unit.

Technical Team Lead and QA Engineer | Neustar / Followap (acquired)

Israel | Jul 2005 - Apr 2010

- Owned end-to-end client delivery for carrier-grade mobile services to millions of users: task assignment across R&D and QA, KPI tracking, and enterprise carrier handoff; contributed to a Service Success team focused on retention.

VENTURES AND PERSONAL PROJECTS

- **Orchard, Multi-Tenant E-Commerce Platform:** Architected and built a production-deployed, multi-tenant commerce control plane from scratch to run my own DTC brands (Human Nature, Besteas) on one shared admin and operational stack instead of a separate storefront, admin panel, and integration set for each. Now hosts third-party operator brands and exposes a public REST API and typed SDK for developers building on top of it. Ships an 86-integration marketplace (payments, fulfillment, marketing, analytics, AI agents), enterprise-grade tenant data isolation, and a mobile-responsive admin console. Directed an autonomous AI development model - specialized agents handling implementation, code review, and release gating - that shipped 3,500+ production merges.
- **Personal Smart Home Lab:** Operate 60+ connected devices across 15+ vendors and multiple protocols in a 111-year-old Oregon home with custom HomeAssistant integrations; daily user of Amazon Alexa, Google Home, and Wyze. A hands-on proving ground for the integration and reliability challenges of enterprise IoT.
- **AI Health Tool:** Built a personal AI application using OpenAI and Anthropic APIs to interpret lab results and surface actionable health insights; practical fluency in LLM integration and multi-tool orchestration. Portfolio at amir.dallal.me.
- **Residential Property Operations:** Live-in manager of a 24-unit residential building, deploying Buildium for tenant and contractor workflows plus smart laundry, security cameras, and IoT monitoring; active Airbnb Superhost.

CORE COMPETENCIES

- **Product:** 0-to-1 and Scale | Product Strategy and Roadmap | Customer Discovery | Hypothesis-Driven Pilots | Growth and Retention | GTM Planning | Agile/Scrum | B2B, B2C, B2B2C
- **Platform and IoT:** Connected Device Ecosystems | Edge-to-Cloud Architecture | AI Data Pipelines | Telemetry and Sensor Modeling | Multi-Protocol (BLE Mesh, LoRaWAN, BACnet/IP, MQTT, Zigbee) | REST APIs | SaaS Monetization | Cloud (GCP, Azure)
- **AI:** LLM Integration in Production (Anthropic, OpenAI, Gemini, Ollama) | AI Prototyping and AI-Assisted Development | Prompt and Context Engineering | Semantic Normalization | Team AI Adoption
- **Full-Stack Operations:** Pre-Sales and Technical Sales | Demos and Proof-of-Concept Integrations | Development Team Management | QA Ownership | Hardware Fulfillment | Tier 3 Support | Distributed Team Leadership | Executive Communication

EDUCATION AND CERTIFICATIONS

- Google AI Professionals Certificate | 2026
- eCornell University, Design Thinking Certificate | 2019
- WIZO Design School, Art and Design Studies | Haifa, Israel | 2004 - 2006