

Ruth Shacterman

SENIOR PRODUCT MANAGER · AI & AUTOMATION PLATFORMS

Fair Oaks, CA

rshacter.com
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Senior Product Manager with more than ten years of experience building and leading complex software platforms from concept to production. My background combines engineering, UX strategy, and product leadership. I lead AI and automation initiatives for an enterprise workflow intelligence platform spanning generative automation creation, RAG-based support systems, predictive ML guidance for automation builders, and agent-driven automation. I work closely with engineering, AI, and design teams to translate product strategy into practical platform capabilities while keeping delivery aligned with business priorities and customer needs.

CORE SKILLS & TECHNICAL EXPERTISE

AI Product Strategy	Workflow Automation Platforms	Generative AI	Agentic Systems	Product Roadmaps	Agile & Scrum		
Prompt Engineering	UX Strategy	User Journey Mapping	Stakeholder Alignment	SQL	Python	JavaScript	Java
HTML & CSS	Data Modeling	Figma	Jira	Miro			

WORK EXPERIENCE

Senior Product Manager, AI & Automation Platforms

2025 — Present

HuLoop Automation — Auburn, CA (Hybrid)

AI-powered no-code platform unifying enterprise systems and automating complex workflows using human-in-the-loop automation and intelligent agents.

- Own the product roadmap and platform strategy for an enterprise workflow automation system across engineering, AI/ML, and design teams.
- Lead delivery of the Workflow Platform, Automation V5 UX redesign, and Workflow-Automation integration layer for enterprise orchestration.
- Introduced AI capabilities including a Next Step Predictor, RAG-based support assistant, and generative step builder called Smart Blocks.
- Shaped the direction of the HuGo AI layer, reusable automation components, agent-driven automation, and AI-assisted workflow generation.
- Work directly with the CEO and engineering leadership to align architecture, sprint planning, and product priorities with company strategy.

Senior Product Manager, BPM

2023 — 2025

Database Republic Inc. — Oregon House, CA (Remote)

- Led product planning and development for business process automation solutions that improved enterprise workflow efficiency.
- Defined roadmap priorities and partnered with engineering, UX, and QA teams to deliver new automation capabilities.

Senior Product Owner & UX Lead

2016 — 2023

Compliance and Risks — Cork, Ireland (Remote)

- Led product development from an early-stage platform to a mature compliance management system used by global enterprise customers.
- Initiated and led an AI and machine learning project focused on predictive analytics for regulatory compliance.
- Designed and implemented personalized onboarding, user profiles, and major UX improvements across the platform.
- Led development of the Evidence of Compliance model central to the platform's regulatory workflow.
- Product adoption increased by more than 60% during this period.

Product Owner & UX Design Lead

2012 – 2016

Compliance and Risks — Cork, Ireland (Remote)

- Defined product vision and roadmap priorities with executive leadership and engineering teams.
- Managed backlog, sprint planning, and cross-team coordination for Agile development cycles.
- Delivered onboarding workflows, personalized notifications, and management dashboards.

Solutions Architect & UX Lead

2010 – 2012

Compliance and Risks — Cork, Ireland (Remote)

- Defined UX architecture and design principles for the C2P compliance platform.
- Led frontend architecture work and transition to a VueJS-based application structure.
- Collaborated with engineering teams on API structure and system integrations.

Senior Frontend Developer

2008 – 2010

Compliance and Risks — Cork, Ireland (Remote)

- Developed enterprise SaaS applications using J2EE technologies.
- Implemented automation and data analysis features supporting compliance workflows.

Full Stack Developer

2006 – 2008

Database Republic Inc. — Oregon House, CA

- Developed SaaS applications focused on business workflow automation.
- Implemented automation and data analysis features across enterprise systems.

— EDUCATION

Masters in Counseling Psychology
University of Maryland

BA Philosophy & Literature
Hebrew University of Jerusalem

— CERTIFICATIONS

- AI Product Management Specialization — Duke University
- Retrieval Augmented Generation
- Generative AI Fundamentals
- Google Advanced Data Analytics
- Professional Scrum Product Owner

— TOOLS

Jira Confluence Figma Miro

Airtable SQL Python JavaScript

Java