

Guy Tzaban

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Director of Engineering | Consumer Platforms & Frontend Architecture

Engineering leader with deep product ownership, driving product vision, UX strategy, and AI-first platform transformation at scale.

Professional Summary

Engineering leader and hands-on architect with **25+ years of experience** building **large-scale consumer and SaaS platforms**, combining deep technical expertise with strong product and business alignment.

Currently **VP of Product at Panoramic Power**, leading an **AI-first transformation** of a global, real-time analytics platform used worldwide. Proven track record of leading **multi-disciplinary engineering teams** (Frontend, Backend, Mobile, QA) while remaining deeply involved in **architecture, performance, UX, and delivery**.

Brings strong expertise in **Frontend and Mobile architecture, real-time systems, and AI-driven products**, with a UX-first mindset and the ability to translate complex business and user needs into **scalable, high-performance engineering solutions**.

Core Strengths

- Engineering Leadership & Team Building (Local & Off-shore)
- Consumer & SaaS Platform Architecture
- Frontend & Mobile (React, TypeScript, React Native, Expo)
- Full-Stack Systems (Node.js, Java, PHP)
- Real-Time & High-Scale Applications
- AI-First Product Development
- UX-Driven Engineering & Design Systems
- Performance, Scalability & Observability

Product Leadership

- Product vision, strategy, and roadmap ownership

- Product–Engineering collaboration and execution

Professional Experience

VP of Product & Architecture

Panoramic Power (A Centrica Business Solutions Company)

Apr 2024 – Present

Lead product strategy and engineering architecture for a **global energy-intelligence SaaS platform**, connecting thousands of IoT sensors and serving customers across **EMEA, the U.S., and Asia**.

- Joined the role initially as a **product and engineering liaison**, and subsequently appointed **VP of Product**, assuming full ownership of product vision, strategy, and execution.
- **Bring 10+ years** of deep domain and platform knowledge, with end-to-end understanding of the system from infrastructure and data pipelines to UX and customer workflows.
- Drive a **user-centric product vision**, grounded in direct customer insight and hands-on familiarity with real-world usage and operational needs.
- Defined and led the company's **AI-first platform strategy**, introducing an embedded AI assistant, knowledge base, and analytics layer across the product.
- Act as **principal architect** for AI and frontend initiatives, spanning system design, UX flows, backend integration, and performance optimization.
- Expanded AI capabilities from navigation and support into **data analysis, anomaly detection, and predictive insights**.
- Lead and mentor **Frontend engineering teams and Product Managers**, with hands-on involvement in architectural decisions and delivery execution.
- Established engineering practices focused on **scalability, performance, UX quality, and delivery excellence**.
- Built and own the **annual product and technology roadmap**, working closely with partners and customers to align business goals with execution.

Principal Frontend Architect & Solution Manager

Panoramic Power

Aug 2017 – Apr 2024

Built and scaled the company's **enterprise-grade SaaS ecosystem**, serving global customers with high availability and performance requirements.

- Designed and implemented a **micro-frontend architecture**, enabling modular scalability, independent deployments, and team autonomy.
- Created a comprehensive **design system and component library**, integrated with automated testing and UX standards.
- Unified multiple mobile applications into a **single React Native platform**, significantly improving UX consistency and development velocity.
- Served as **solution manager**, translating complex product requirements into robust, scalable technical solutions.
- Founded and led the **Front-End Guild**, driving architectural alignment, coding standards, mentoring, and cross-team collaboration.
- Led the development of **EV integrations, CHP systems, and foundational infrastructure for hardware and firmware integration** across the platform.

Web & Mobile Team Lead & Principal Architect

Panoramic Power

Feb 2018 – Dec 2022

- Led **3–4 cross-functional engineering teams** (Frontend, Backend, Mobile, QA).
- Owned planning, execution, and delivery across multiple product lines.
- Improved delivery velocity and quality through agile adoption, architectural clarity, and tighter product–engineering collaboration.
- Rebuilt the CI/CD pipelines across the platform, significantly improving delivery speed and reliability.
- Led large-scale refactoring of legacy systems to modern architectures and frameworks.
- Remained **hands-on in key architectural decisions**, performance optimization, and complex frontend workflows.

CTO & Co-Founder

GiftHead

Jun 2016 – Aug 2017

Location-based consumer platform connecting users with nearby stores and personalized gift recommendations.

- Built and launched **mobile (React Native)** and **web (Laravel)** applications serving 10K+ MAU.
- Designed **ML-based recommendation algorithms** for personalized consumer experiences.
- Developed retail integration systems enabling dynamic inventory synchronization.

- Scaled the product from Israel to early US pilots, partnering with major retailers (including Amazon).

CEO & Lead Architect

Valhalla.co.il

Apr 2015 – Aug 2017

Founded and led a full-stack development agency delivering consumer and enterprise products.

- Managed a **10-person multidisciplinary team** (engineering, design, consulting).
- Led architecture and delivery for projects with brands such as **Coca-Cola** and **EL AL**.
- Provided startup consulting from **MVP definition to technical leadership**.
- Delivered hundreds of web and mobile applications across consumer and enterprise domains.

CTO & Co-Founder

INST-ORE

May 2014 – Apr 2015

Early Instagram-commerce startup.

- Designed and developed a platform connecting Instagram content to e-commerce product pages.
- Built frontend architecture using Backbone.js and jQuery, integrating with Instagram APIs.
- Led full product lifecycle from concept to production pilots.
- Conducted beta partnership with **ASOS** and secured **\$50K seed funding**.

Founder & Lead Architect

tzaban.com

Aug 2012 – Apr 2015

Boutique studio specializing in interactive web, mobile, and game applications.

- Developed the **“Rising Star”** TV show mobile app, supporting **2M+ concurrent users**.
- Built interactive educational games for **Mind Lab**.
- Designed and implemented the **Batsheva Dance Company** web platform with a custom CMS.

Earlier Roles

Hooligans (Head of Development) · McCann (Senior Flash Developer & Team Lead) · Freelance · Afik Pirsom

Education

B.A. Communication & Media Studies

Sapir College | 2007 – 2009