



## **A Success Story: Rachel Frenkel BenHanoach**

When I stepped into my role as VP Product, DigitalOps Israel at Lennar, I knew that one of the most critical investments I could make was in the people who drive our work forward—our product and project managers. To guide that transformation, I turned to Rachel Frenkel BenHanoach and asked her to step in as a senior product management consultant.

Rachel didn't just step in. She stepped up.

With clarity, dedication, and deep expertise, Rachel took on the responsibility of mentoring and training our product and project management teams, as well as shaping our broader work processes. Her contribution has been transformative.

From day one, Rachel immersed herself in the team's reality. She built trust, listened carefully, and tailored her support to each individual's needs. Her approach blended hands-on coaching with structured training—covering everything from writing impactful product requirements to building effective roadmaps, mastering prioritization techniques, understanding the technical aspects of development, and implementing scalable workflows.

Rachel's presence empowered our team members not just to perform better—but to think better. Under her guidance, I watched individuals grow in confidence and capability. Teams began collaborating more fluidly, making smarter decisions, and delivering with a new sense of purpose.

The results of Rachel's work are evident in the team's growth—both as professionals and as a cohesive, forward-moving group.

I am deeply grateful for the impact Rachel has had on our organization. Her mix of strategic insight, practical experience, and genuine care make her an exceptional force for growth and transformation. Any team would be lucky to have her.

**— Ariel Cohen**

VP, Product, DigitalOps Israel  
Lennar