

Barak Afriat



Profile

Global IT Infrastructure Leader with 10 years experience steering large-scale digital transformation and cloud-first strategies across diverse enterprise environments. Recognized for building and leading high-performing cross-functional teams, modernizing legacy systems, and aligning global IT operations with strategic business objectives. Skilled in architecting resilient infrastructures, driving compliance with ISO 27001, CIS, and GDPR, and leading initiatives in DevOps, CI/CD, and hybrid cloud. Trusted partner to the business, combining deep technical acumen with pragmatic leadership to enable secure, scalable, and cost-effective IT operations worldwide.

Personal details

Barak Afriat

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Skills

IT Infrastructure Management	★★★★★
Digital Transformation	★★★★★
Experienced in Cloud, Virtualization & ITIL	★★★★★
CyberSecurity Compliance	★★★★★

Languages

Hebrew	★★★★★
English	★★★★★
German	★★★★★

Employment

IT Technical Unit Leader

May 2021 - Present

Aroundtown SA, Berlin, Germany

IT Infrastructure & Operations Leader overseeing large-scale digital transformation across complex, multinational environments. At the core of my role was building a high-performing, multicultural IT organization that unified Cloud, DevOps, Network, Systems, and DBA disciplines under a single strategic vision - supporting over 2,000 employees and more than 70,000 B2C tenants across Europe. I combine deep technical expertise with a strategic business perspective, transforming legacy infrastructure into secure, scalable, and cloud-driven ecosystems that enable agility, resilience, and innovation.

Key Achievements & Responsibilities:

- **Strategic Leadership & Organizational Transformation** – Built and led a cross-functional IT organization, aligning DevOps, Cloud, Network, and System operations to business objectives while driving a culture of collaboration, automation, and continuous improvement.
- **Enterprise Communication & Data Security Strategy** - Designed and executed a global communication and data protection strategy, including network modernization and integration of advanced security architectures (SASE, Zero Trust) to enhance connectivity, resilience, and threat mitigation.
- **Cloud & Infrastructure Modernization** - Championed a **cloud-first transformation**, migrating mission-critical workloads to IaaS, PaaS, and SaaS platforms, optimizing performance, scalability, and business continuity across hybrid environments.
- **Infrastructure Consolidation & Efficiency Optimization** - Led group-wide consolidation of data centers, domains, and core systems to streamline operations, reduce technical debt, and lower TCO while increasing operational agility.
- **Security & Compliance Governance** - Implemented enterprise-wide security frameworks aligned with **ISO 27001, CIS, and GDPR**, ensuring consistent data protection, identity management, and regulatory compliance across regions.
- **Business Continuity & Disaster Recovery** - Defined and enforced comprehensive backup and DR/BCP strategies covering **Cloud [Azure], M365, and on-premises environments**, ensuring resilience and recoverability of critical systems.
- **Automation & DevOps Integration** - Established CI/CD to accelerate delivery cycles, reduce manual dependencies, and strengthen reliability.
- **IT Financial & Capacity Planning** - Directed multi-country IT budgeting and

capacity management, optimizing resource allocation, vendor performance, and technology investments in alignment with business growth.

- **Proactive Monitoring & Operations Excellence** - Introduced advanced monitoring and analytics tools for predictive maintenance and early issue detection, improving system uptime, visibility, and service quality.
- **Legacy Modernization & Technology Innovation** - Drove the replacement of outdated systems with modern, secure, and high-performance solutions, positioning IT as a strategic enabler for digital business expansion.

IT System Team Lead

Apr 2020 - May 2021

Ayalon Insurance Company Ltd

Leading Infrastructures IT Team System | DevOps | SysOps | DBA 6,000 customers and 1000+ End-Users

- Solution Architect project design and implementation, while maintaining regulations, budget and business goals to minimize business disruption.
- Local and public cloud management
- Continuously monitoring system health and implement solutions on time.
- Design, develop and preserve information and application security, procedures and policies
- Plan Long-term requirements - infrastructure capacity, and monitoring growth.
- Define prioritisation of technologies to improve IT operations.
- Planning and maintaining Disaster recovery plan

System Administrator

Sep 2017 - Apr 2020

Ayalon Insurance Company Ltd, Ramat Gan Area, Israel

- Manage Over 1000 Servers Different from different os Flavours.
- Implemented Active - Active VDI Solution based on Nutanix & Citrix
- Manage Exchange & Active Directory
- Complex Virtualisation environment on 2 sites.
- Experience with various Storage Systems SAN & NAS
- Patch Mangement
- Robust Backup Solution management
- System Administrator Team - Support Production, DEV & DR Complex
- Scripting and automation

System Specialist

Nov 2016 - Sep 2017

Calanit- Make IT Simple, Tel Aviv Area, Israel

- Company's Advisor For Microsoft Infrastructure and Project Manager for Long Term Projects of SCCM & Windows 10 Implement

Junior System Administrator

Apr 2014 - Jan 2016

Hewlett Packard Enterprise, Jerusalem Area, Israel

Israeli Ministry of Environmental Protection - Supported 750+ Customer End Users - SCCM 2012 - Microsoft Servers GPO,DNS,DHCP, FS - Supported DEV Environment & Users - Tier 2 for HelpDesk & Pc Technicians Team

Courses

Architecting on AWS Course

2021

Microsoft Azure Architect Design (AZ-304) Course

2021

Advanced network administrator course

2013

Practical communication course (27 hours)

2012

VBS code course (27 hours)

2012

Network administrators course (352 hours)

2012