Noga Meir CV

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Summary

Results driven and strategic Sales, Partnerships, and Renewals Manager with more than 15 years of experience in direct software sales B2B, specializing in open source and security solutions. proven record of sales to enterprise, high-tech, and financial customers, establishing strategic partnerships, and driving revenue growth. Adept at understanding complex technical concepts and translating them into compelling business solutions. Exceptional negotiation, communication, and relationship-building skills. Well experienced in managing and training business partners in order to meet quarterly goals. Working closely with: IT managers, DEVOPS team, CISO's, CTO's, procurement managers, vendors' sales managers,marketing, etc.

Skills & Communication

High ability to create and maintain connections with customers & partners (service oriented), High ability of teamwork, business process leadership, sales oriented, out of box thinker, Excellent negotiation skills and standing in front of senior levels in large organizations. Highly experienced in renewal & subscription model. Highly motivated in leading cross-organizational processes for efficiency, customer-retention processes & up sale. Accurate and well-organized. Passionate about people and the company in which I work.

Experience

- **Cyber security Channel manager**
  Multipoint Group Ltd, May 2023 – present

Leading distributor of cyber security and Internet technology solutions, providing the channel partners in the Mediterranean area with reliable, supported solutions from world-leading hardware and software vendors. Grow relationships with channel partners. Developing sales strategies, negotiating with Enterprises, Vendors and partners, training and developing sales teams.

- **Matrix IT Ltd,** Feb 2007 – Sep 2022 (15 years):

  Senior Account Manager - Red Hat's distributor • Matrix IT LTD, 2018- Sep, 2022 (5 years):
  - Open source sale software solutions for DevOps & SecOps (Linux, OpenShift, Kubernetes, RedHat, Virtualization, Aqua, Sonotype, Mongo DB etc.)
  - Developing, managing and identifying sales opportunities and leading business processes with enterprises B2B (SMB, Hi tech companies, financial organizations, insurance companies, research institutes, etc). Responsible for sales volume of more than $1M.

- Presale activities and strategic tenders sealing subscriptions and professional consulting. Work with many interfaces internally and lead entire 'sale lifecycle' from opportunity identifying to post-sale.
- Designing and implementing sales plans, conducting a complete sale cycle.
- Pro-active post sale activity in order to maintain existing customer satisfaction.

Channel Partners Manager – <u>Red Hat's Distribution</u> • <u>Matrix IT LTD</u>, 2014 - Dec 2017 (3 years):
- Manage a powerful and stable ecosystem of partnerships and maintain a pipeline of relationships with potential partners.
- Helping partners to execute long-term plan roadmap with each account and supporting strategic opportunities and presale activities.
- Lead sales and renewals activities focused on Red Hat solutions portfolio.
- Responsible for managing customer satisfaction, and partner's engagement.
- Building and promoting strong, long-lasting relationships with SMB and Enterprise's end customers.
- <u>Recognized as a trusted advisor among our partners with strong network on the local market and strong relationships.</u>

Renewals Manager • Red Hat' Distribution, <u>Matrix IT LTD</u>, 2009 – 2013 (5 years):
- Managing the renewal subscriptions team – Building and promoting strong, long-lasting relationships with customers. Implement Subscription Education & Awareness Program (SEAP) among Israeli enterprises and demonstrate the value of a subscription, while ensuring their environments are optimized for compliance to their contractual obligations.
- Identifying, planning, and coordinating business growth strategies from our existing partners and our customers which works with the subscription model to help strengthen renewals and new OPP and achieve revenue goals.
- Research and connect with customers to understand their current challenges as well as KPI's and goals for the future.
- Manage customers and partners transactions including price quotes and purchase orders.

Linux coordinator • Matrix IT LTD , Feb, 2007 – 2008 (2 years)

Education & courses

- ✓ Business Administration Degree (B.A) • Derby University
- ✓ Negotiation Management • The Israeli Management Center
- ✓ Networking skills • The Israeli Management Center
- ✓ Emotional intelligence • The Israeli Management Center

Languages:

- ✓ Fluent English and Persian
- ✓ Native Hebrew

Military Service: Intelligence corps (8200)