
OBJECTIVE

I am a self-taught professional with a passion for people, sales, product, and business development. Through adaptive leadership and cross-functional collaboration, I strive to achieve goals and deliver results. My expertise in product development, market research, and financial analysis has allowed me to successfully lead teams, manage freelancers, create and present investor pitch decks, and host conventions.

SKILLS

Project management

Product and market validation

Cross-functional team collaboration

Pitch deck development and presentation

Freelancer management

Marketing automation

Customer relationship management

LANGUAGES

English | Fluent

Hebrew | Fluent

EXPERIENCE

Founder

2021 — Present

BIZI - TLV — Tel Aviv

BIZI is a UGC-based mobile app, where users can share and ask for real-time information (image, video, and text) from anywhere in Tel Aviv.

Today, the app supports 1000+ users and is nearly 100% self-maintained.

More about BIZI: bizi-tlv.com

- Validated product-market fit via a 1500+ member Facebook community, over 200 interviews with potential "early adaptors", and a functional prototype.
- Conducted market research by surveying over 300 local Tel Aviv businesses.
- Built MLP with a global team of developers and designers, serving over 1k Tel Aviv users.
- Created pitch decks, business plans, P&L, and 'one pager', to present before dozens of potential investors worldwide.

Project Manager

Jul 2019 — Mar 2022

Krausz Ltd — Israel & USA

- Managed freelancers, and delivered several web applications resulting in increased sales and customers support automation.
- Led a team of engineers in an A3 model to optimize factory processes.
- Collaborated with VPs of Sales and Marketing, and delivered product materials to meet company goals.

Project Manager

Jan 2020 — Mar 2020

Aviation IL — Israel

- Led a team of freelance developers and designers, to create a KML generator for building contractors to purchase online feasibility forms.
- Characterized and create an automated sales and onboarding process, connecting Microsoft's One Drive, CRM, and the company's websites.

VP Product

Apr 2017 — Jul 2019

Callbox

- Automated customer support using Zen Desk, Zapier, and the company's SAAS product.
- Used a no-code platform to design, write content and developed the company's website.
- Managed customer relationship department supporting 1000+ accounts.
- Developed fully automated billing flow with CRM, Green Invoice, and Easy Card.
- Shifted the company's go-to-market strategy to target corporations and marketing agencies, resulting in significant revenue growth.

ARMY - IDF

paratroopers

Nov 2013 — Nov 2016

Special Forces — Commander and a Fighter