

Dalia Landes

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Dynamic growth leader with over a decade of experience driving innovative marketing and sales strategies in B2B SaaS, fintech, and startup ecosystems. Proven expertise in customer acquisition, retention, and data-driven decision-making to achieve scalable growth. Adept at leading high-performing teams, optimizing budgets for ROI, and collaborating across departments to deliver measurable results.

### **Core Competencies**

- Growth Strategy & Digital Marketing
- Customer Acquisition & Retention Optimization
- Data Analysis & KPI-Driven Decision-Making
- Team Leadership & Cross-Department Collaboration
- Budget Management & ROI Maximization
- Go-to-Market Strategy Development

### **Professional Experience**

Head of Marketing

ARC Innovation at Sheba Medical Center | 2023 – 2024

- Spearheaded growth initiatives for top health tech startups, achieving a 30% increase in brand recognition globally.
- Identified and leveraged new growth channels to accelerate market adoption.
- Led a cross-functional team, optimizing customer acquisition strategies across diverse platforms.
- Partnered with product and customer care teams to enhance user experience and retention.

VP Marketing

Shamaym, Tel Aviv | 2022 – 2023

- Designed and implemented growth strategies that increased marketing-qualified leads (MQLs) by 35%.
- Optimized digital marketing campaigns to drive customer acquisition and retention.
- Managed and motivated a team of 5 marketers, achieving significant growth milestones within one year.

Head of Marketing

MassChallenge Israel | 2018 – 2021

- Developed data-driven growth strategies connecting startups with global B2B clients.
- Collaborated with customer care and product teams to align marketing efforts with customer needs.

- Consistently achieved year-over-year growth by leveraging analytics to refine marketing strategies.

#### Head of Operations

Oracle Startup Accelerator | 2017 – 2018

- Implemented growth strategies to bridge startups with Oracle's enterprise clients.
- Optimized customer engagement processes, resulting in long-term collaborations.

#### Business and Communications Manager

Microsoft Startup Accelerator | 2016 – 2017

- Crafted go-to-market strategies that drove market penetration for startups across fintech and tech sectors.
- Analyzed data and KPIs to refine acquisition strategies, boosting startup adoption rates.

#### Contract Manager IPSOFT, NYC | 2007 – 2016

- Directed B2B SaaS marketing efforts for IT Managed Services, targeting Fortune 500 clients, including Cisco, Morgan Stanley, and Bank of America.
- Negotiated high-value contracts, driving revenue growth and building long-term client relationships.
- Managed end-to-end client engagement processes, ensuring successful onboarding, satisfaction, and retention.
- Developed and executed strategic marketing initiatives, enhancing brand visibility and competitive positioning.