

# Ronen Abrahamson

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- Proven experience of 20 years in the field of business development, marketing and sales in significant volumes
- Experience managing territories in Asia, Europe and the USA
- Able to work independently, manage negotiations with high-level representatives
- Capable to lead cross-organizational business projects
- Familiar with the security / military world
- Results-Driven, Organized and Motivated with Excellent Work Ethics
- Proactive, Creative, Team Player Attitude and a Quick & Independent Learner

## PROFESSIONAL EXPERIENCE:

### 2022- 2024 Marketing & Business Development Manager

#### Elbit Systems

*Company is engaged in a wide range of programs throughout the world, primarily in the defense and homeland security arenas.*

Main Accountable Markets: Singapore, Spain, Portugal, Switzerland, Italy & Morocco

- Lead marketing & business development aimed at potential customers for the company's Electro-Optical Systems
- Presented comprehensive solutions to potential and existing customers
- Created new business opportunities and generated high quality proposals while working in a multidisciplinary environment
- Collected business intelligence, analyzed market & competitors
- Lead cross-organizational business processes, impacted the products road map and contributed to the business line development

### 2014- 2022 Regional Sales & Product Business Manager

#### Alma Lasers, Ltd.

*Global innovator of Laser, Light-based, Radiofrequency and Ultrasound solutions for the Medical and Surgical Markets*

Main Accountable Markets: Singapore, Malaysia, Indonesia, Korea, Japan

- Outbound Product leader in the company. Served as the focal point for the BU.
- Worked cross functionally with partner channels and increased regional activity by 30% in two years
- Secured strategical government tenders and global accounts
- Oversee ~ \$15 Million Dollar budget

### 2010- 2014 Executive Sales Manager

#### Radiancy, Ltd.- PhotoMedex

*Laser and Fiber-Optic Systems to treat Medical Conditions*

Main Accountable Markets: Singapore, Malaysia, Indonesia, Thailand, Australia

- Accomplished and exceeded sales target year over year
- Brought in over \$11 million USD, in new business in one year (effective increase of 25%)
- Partnered with technology team on global new product development
- Identified market trends, developed, and executed long- term sales strategies

### 1999- 2009 Regional Sales Director

#### Magic Supplies, Inc., PA. (USA)

*Manufacturers and Distributors of Imaging Supplies*

Main Accountable Markets: Latin America

- Increased global distribution network, marketing/ sales and product sourcing
- Optimized purchasing cycles to shorten cycles' length by 35%
- Performed competitive market analysis, generated forecasts, and in-depth partner channel evaluation

## EDUCATION:

**1994 - 1998 B.A.** Netanya Academic College

**2010 - 2011 MBA** MBA Program (Partially Completed), Netanya Academic College

## MILITARY SERVICE:

**1991 - 1994** Infantry (07). Commanding Sergeant

- Mother Tongue English & Hebrew