



# Eytan Benzeno

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Phone: +351 93 999 5889 (Portugal) /  
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Location: Lisbon, Portugal | Miami, Florida  
Licensed Florida Real Estate Broker,  
IMI Licensed Real Estate Agent (Portugal)

## Professional Summary

Highly motivated Entrepreneur and executive with over 20 years of experience across real estate, technology, asset management, e-commerce, and banking. Proven track record in scaling and repositioning ventures—from launching multi-million-dollar e-commerce businesses to advising on property investments and managing short-term rental portfolios. Highly proficient in business technology, artificial intelligence, and digital marketing, lead generation, customer experience, utilizing modern tools to enhance efficiency. Currently operating in Portugal and the U.S., with a strong focus on sales strategy, operational efficiency, and cross-border investment. Offers agile leadership, deal-making negotiation expertise, and sales and management skills to forward-looking organizations.

## Core Competence

Project Management • Operations • Real Estate Investment, Advisory & Sales • Property Management • Hospitality • Business Strategy • High-Value Deal Structuring • Team Leadership • Asset Optimization • Artificial Intelligence for Business • Property Acquisition • Marketing Strategy • Digital Advertising • Social Media • Tech-Driven Sales • Technology Advisory & Implementation

## Professional Experience

### Founder & Partner

**SoldHere, LDA** – Lisbon, Portugal | March 2023 – Present

- Licensed by IMI to mediate real estate transactions in Portugal.  
Collaborated with developers on land acquisition, subdivision licensing, and building plan approvals in Portugal.
- Managed acquisition, sales, repositioning, licensing, and short-term rental strategy for high-yield properties in Portugal.
- Leveraged AI and digital tools for customer targeting, automation, and operational optimization.

- Oversaw full operational lifecycle, including AI licensing, guest experience, and performance analytics.

### **Co-Founder & Technology Partner**

**REIGNation Mastermind** – Remote/USA | May 2023 – Present

- Built a subscription-based coaching and mastermind platform serving a community of 400+ real-estate professionals globally.
- Act as the head of technology, leading platform development, AI integrations, marketing strategies, and automation workflows.
- Designed and led courses for realtors on the use of AI to improve and streamline their real estate practice.
- Implemented systems using automation and segmentation to improve client targeting and member experience.

### **Licensed Real Estate Broker & Real Estate Advisor**

**BeachFront Realty** – South Florida, USA | 2009 – Present

- Specializing in real estate farming, developing long-term relationships in targeted geographic markets to capture consistent listing opportunities.
- Worked across both residential and commercial real estate, including transactions for investment properties, retail spaces, and mixed-use developments.
- Collaborated with developers on land acquisition, subdivision licensing, and building plan approvals in Florida.
- Specializing in high-end new construction and waterfront condos for U.S. & international clients.
- Applied predictive analytics, AI, and advanced CRM tools to generate leads and structure personalized sales journeys.
- Developed branded digital campaigns to capture affluent clientele.

### **Founder & CEO**

**BeachStore.com** – USA | 1999 – 2020

- Launched and scaled a direct-to-consumer international e-commerce brand into a multi-million-dollar business.
- First e-commerce business to sell beach chairs online; first-to-market and market leader in the category for over 15 years.
- Directed all digital advertising (SEO, Google Ads, Facebook), content creation, email marketing, purchasing, product design & development, logistics, operations, and warehousing.
- Built and positioned a lifestyle brand in the leisure and recreation space, combining seasonal market insights with digital engagement strategies to drive growth and visibility.

### **International Banking Officer**

**Republic National Bank (later HSBC)** – New York, NY | 1991 – 2003

- Managed international banking accounts and led large-scale system integrations.
- Directed the Y2K compliance project involving 3,400+ applications across 400 consultants.
- Developed business intelligence processes for financial analysis, risk assessment, and operational forecasting.
- Gained financial operations experience that later supported real-estate investment due diligence and structuring.

### **Manager, Summer House Bed & Breakfast**

**Private Hospitality Business** – New York, USA | Summers, 1993–2003

- Managed seasonal sales & operations of self-run bed and breakfast properties in Fire Island and the Hamptons for over a decade.
- Acquired and operated strategic seasonal venues; managed all aspects of sales & guest services, including check-ins, housekeeping, food service, recreational programming, and tailored hospitality activities & experiences.
- Developed marketing strategies through word-of-mouth and local tourism boards to attract repeat and new clientele.
- Gained hands-on knowledge in hospitality service delivery and guest satisfaction that later informed professional hotel and short-term rental ventures

## **Education**

**BBA – Banking & Finance** | Adelphi University – NY, USA, 1991

Dean's List | Courses: Finance, International Banking, Accounting, Marketing, Investment Analysis

## **Tech Stack**

MLS • CRM & Sales Funnels • ERP Admin • Smart Home Automation • Google Workspace • Shopify • Kajabi • Lofty • Squarespace • Wix • NetSuite Oracle • Microsoft Office Suite • Adobe Creative Cloud • HCL Domino • ChatGPT • Claude • Gemini • GenSpark • MidJourney • Canva • DeepSeek • HeyGen • Caption • eGo • Google AI Studio • Xero • Voixia • Twilio • Zoom • Otter • Speechify • Facebook • Instagram • LinkedIn • X (Twitter) • TikTok • YouTube • Discord • HubSpot • Network Architecture & Management • ISO • Windows

## **Languages**

English, French & Hebrew (Native Fluent)

Portuguese & Spanish (Learning)

## Professional Goals

Seeking leadership opportunities in real estate, hospitality, or asset management where innovation, technology, and strategic execution can drive growth and value creation.

## Groups & Affiliations

- REIGNation Real Estate Community – Founder & Member
- MED Condo Board – President
- American Club of Lisbon – Active Member
- International Portuguese Club – Active Member
- AEPi Alumni Association – Active Member
- Adelphi University Alumni Association – Active Member
- Miami Realtor® Association – Active Member
- National Association of REALTORS (NAR) – Member
- DiSi Credito, Playa Beach Company, CenterStage, Mountain Breeze, AdvanceFigures, & Dave T Productions – Board of Advisors/Directors.
- New York Road Runners (NYRR) – Member

## Personal Interest

Bon vivant with a passion for gastronomy and global cuisine • Foodie and excellent cook • Enjoy running, hiking, golfing, cycling, tennis, working out, and maintaining a healthy lifestyle • Frequent traveler and cultural explorer • Deeply engaged in community initiatives • Enthusiast of space & science, quantum physics, and emerging technologies • Active follower of the stock market, Finance, Politics, Real Estate, Economy, AI, blockchain, quantum computing, renewable energy, biotech, and cybernetics.