

EILY HAIM PORAT DERAZON

Senior Business and Product Development

PROFESSIONAL SUMMARY

Results-driven professional passionate about identifying business gaps and implementing innovative solutions to drive growth and enhance market penetration. Extensive expertise in software development and AI engineering enables the creation of cutting-edge concepts and robust solutions across pre- and post-sales environments. Proven ability to leverage technical skills to elevate business development initiatives, consistently delivering exceptional value to clients. Committed to fostering collaboration and achieving measurable results in fast-paced, dynamic settings.

TOOLS & TECHNOLOGIES

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|------------------------------|---------------------------------|
| Work coordination | Team collaboration |
| Report writing | Emergency response coordination |
| Technology roadmapping | Customer support |
| IT infrastructure management | Data privacy |
| Software development | Digital transformation |
| Information security | Machine learning |
| IT governance | |

WORK HISTORY

- CHIEF TECHNICAL OFFICER** 2022 to Current
BITOBIT (PTY) LTD, Johannesburg
- Developed Rural Connectivity Layer 2 Network using wireless technology and WiFi to the public.
 - Built a sustainable model to generate income to maintain and grow the network.
 - Mentored technical teams, fostering a culture of continuous learning and professional development within the organisation.
 - Evaluated market trends, providing strategic guidance on potential investments and competitive positioning.
 - Enhanced system security measures, mitigating potential risks and ensuring data protection compliance.
 - Promoted a culture of innovation within the organisation, encouraging employees to explore emerging technologies as potential drivers for future business growth opportunities.
 - Oversaw global IT operations across multiple locations, ensuring consistent service levels were maintained throughout all regions.
 - Increased operational efficiency through automation initiatives and process improvements, reducing manual workloads for IT staff.
 - Streamlined IT infrastructure management by consolidating disparate systems into a cohesive enterprise architecture framework.
 - Developed strategic technology roadmaps, aligning business objectives with innovative solutions to drive growth in competitive markets.

- Implemented robust disaster recovery strategies, safeguarding critical business data and minimizing downtime during system outages.
- Managed multimillion-dollar budgets for technology investments while achieving cost savings through effective vendor negotiation tactics and resource allocation strategies.
- Reduced product delivery times by optimizing project management workflows and cross-functional collaboration.
- Collaborated closely with key stakeholders to identify opportunities for technology-driven improvements in business processes, leading to increased efficiency and productivity.
- Negotiated strategic partnerships with technology vendors to secure favorable pricing on cutting-edge products and services.
- Led the company's digital transformation, modernizing legacy systems and transitioning to cloud-based infrastructures.
- Drove revenue growth through the development of innovative new products that met customer needs while maintaining a focus on cost-efficiency and scalability.
- Championed open-source technologies adoption, reducing licensing costs and promoting collaboration among developers across the organization.
- Championed the adoption of industry best practices to ensure continuous improvement in software development and IT operations management.
- Improved software development processes by implementing agile methodologies and streamlining team communication.
- Spearheaded cybersecurity initiatives to protect sensitive information assets from malicious attacks or unauthorized access attempts by external parties.
- Established rigorous quality assurance protocols for software releases, minimizing defects and ensuring optimal user experiences.
- Maintained thorough understanding of all key and current technologies, platforms and trends.
- Interpreted multifaceted technological issues into defined frameworks and highly scripted action plans.
- Coordinated third-party vendors and client IT teams to seamlessly deliver effective solutions.
- Developed and implemented long-term strategic technological blueprint.
- Managed company-level architecture, platform and data configuration processes and implementation protocols.
- Directed [Software] engineering team's complex project development and functionality objectives.
- Designed enterprise-level technological blueprints and system architectures.
- Improved [Software] program delivery performance and reliability.
- Facilitated ongoing team development and growth through training and professional skills enhancement.
- Supported current and emerging programs through interactions with high-level customers, business partners and external vendors.
- Provided project leadership in dynamic technology-driven environment with multiple priorities.
- Collaborated with cross-functional intra-company teams to provide mutually beneficial outcomes.
- Initiated strategy to drive company growth and increase market share and profitability.
- Analyzed industry trends and tracked competitor activities to inform decision making.
- Managed financial, operational and human resources to optimize business performance. BIT2BIT

CHIEF PRODUCT & COMMERCIALIZATION OFFICER 2017 to 2022
MetroFibre Networkx, Johannesburg

- Built an entire VOIP division and increased business ARPO by 30% across all business and FTTH clients.

- Improved department efficiency by streamlining and implementing policies and processes.
- Implemented process improvements that streamlined workflows, reducing redundancies and increasing operational efficiency.
- Coordinated cross-functional teams to address complex issues, leading to more efficient problem-solving processes.
- Enhanced communication between team members by organizing regular meetings and fostering open dialogue.
- Maintained strict adherence to industry regulations, minimizing risk exposure for the organization.
- Coordinated operations with other emergency service groups.
- Utilized data-driven decision-making techniques to inform strategic planning processes and measure progress towards goals.
- Delivered high-quality training programs, enhancing employee skill sets and contributing to professional development efforts.
- Facilitated collaboration between departments, improving efficiency and effectiveness in handling cross-jurisdictional cases.
- Negotiated with local businesses for partnerships in crime prevention initiatives, securing resources and support for community programs.
- Organized public forums to address community concerns, improving transparency and accountability.
- Increased operational efficiency by conducting regular training sessions for junior officers.
- Fostered culture of continuous improvement, encouraging innovation and adoption of best practices in law enforcement techniques.
- Increased awareness and preparedness for potential threats by developing comprehensive training materials for new recruits.
- Advocated for adoption of new technologies to improve crime detection and prevention, overseeing integration of advanced surveillance systems.
- Managed departmental budgets effectively, ensuring optimal allocation of resources for necessary equipment and training.
- Enhanced public trust through community policing efforts, organizing and participating in public safety workshops.
- Developed and implemented strategic plans to address community concerns, fostering stronger relationships between force and public.
- Improved team morale and performance with consistent feedback and recognition of achievements.
- Ensured compliance with national and local laws through regular policy reviews and updates.
- Led critical missions to ensure public safety, achieving significant reductions in crime rates.
- Enhanced officer safety with introduction of new protective gear and safety protocols.
- Mentored junior officers, providing guidance and support to foster professional development and career progression.
- Supported creation of detailed, technical financial models to value potential acquisition targets.
- Observed packing operations to verify conformance to specifications.
- Devised and implemented processes and procedures to streamline operations.
- Evaluated staff performance and provided coaching to address inefficiencies.
- Frequently inspected production area to verify proper equipment operation.
- Cultivated positive relationships with vendors to deliver timely and cost-effective supply of services and materials.
- Optimized customer experience by delivering superior services and effectively troubleshooting issues.
- Provided reporting for forecast analysis and ad-hoc reporting in support of decision-

making.

- Maintained overall safe work environment with employee training programs and enforcement of safety procedures.
- Helped meet changing demands by recommending improvements to business systems or procedures.
- Evaluated customer needs and feedback to drive product and service improvements.
- Developed effective improvement plans in alignment with goals and specifications.
- Educated staff on organizational mission and goals to help employees achieve success.
- Created and managed project plans, timelines and budgets.
- Gathered, organized and input information into digital database.
- Conducted thorough investigations into complex cases, leading to successful resolution of numerous high-profile incidents.
- Streamlined report writing processes, allowing for quicker turnover and more accurate record-keeping.
- Established protocols for handling sensitive information, ensuring confidentiality and compliance with legal standards.
- Implemented feedback system from community, using insights to guide policing strategies and improve public relations.
- Coordinated with multiple agencies to streamline operations, enhancing overall response times during emergencies.
- Generated reports detailing findings and recommendations.
- Conducted regular reviews of operations and identified areas for improvement.
- Collected, arranged, and input information into database system.
- Maintained database systems to track and analyze operational data.
- Established effective relationships with key stakeholders both internally and externally for increased collaboration opportunities.
- Mentored junior staff members, helping them develop their skills and advance in their careers.

CEO 2012 to 2016

Railway Cellular Ltd., Johannesburg

- Developed key operational initiatives to drive and maintain substantial business growth.
- Built productive relationships with industry partners and competitors to support strategic business objectives.
- Drove profitability with thorough financial analysis and strategic decision making.
- Managed partnerships and strategic business relationships by negotiating contract terms and handling conflicts.
- Established new revenue streams by identifying market opportunities and launching innovative products or services.
- Developed a high-performance executive team for improved productivity and efficiency.
- Created a positive work culture, resulting in increased employee satisfaction and retention rates.
- Streamlined business processes, resulting in increased operational efficiency across all departments.
- Led successful turnaround efforts for underperforming divisions or subsidiaries, restoring profitability within tight timeframes.
- Fostered strong relationships with industry partners to expand business opportunities.
- Delivered consistent revenue growth by identifying new markets and devising targeted expansion strategies.
- Achieved company growth by implementing strategic plans and streamlining operations.
- Cultivated forward-thinking, inclusive, and performance-oriented business culture to lead industry in innovation and push progress.
- Improved organizational structure by reallocating resources and redefining roles for greater efficiency.
- Implemented cost-saving initiatives to reduce operational expenses without sacrificing

quality.

- Optimized supply chain operations for reduced costs and increased efficiency.
- Secured financing for critical projects through negotiation of favorable loan terms with financial institutions or investors.
- Enhanced brand reputation with effective marketing campaigns and public relations efforts.
- Ensured regulatory compliance by developing robust policies, procedures, and internal controls.
- Devised and presented business plans and forecasts to board of directors.
- Formulated and executed strategic initiatives to improve product offerings.
- Maintained P&L and shouldered corporate fiscal responsibility.
- Led recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.
- Represented organization at industry conferences and events.
- Monitored key business risks and established risk management procedures.
- Collaborated with legal, accounting and other professional teams to review and maintain compliance with regulations.
- Achieved remarkable year-over-year revenue growth through strategic product diversification and market analysis.
- Streamlined operational processes to boost efficiency, adopting innovative technologies and methodologies.
- Nurtured key strategic partnerships that resulted in enhanced product offerings and expanded customer base.
- Drove significant cost reductions while maintaining product quality, negotiating favorable contracts with suppliers.
- Led successful mergers and acquisitions, significantly increasing company's footprint and competitive edge.
- Enhanced stakeholder value by consistently exceeding financial targets and delivering robust shareholder returns.
- Elevated brand visibility and market share with launch of highly successful digital marketing campaign.
- Developed high-performing executive team by recruiting top talent and implementing comprehensive training programs.
- Championed data-driven decision-making culture, enhancing business intelligence and strategic planning capabilities.
- Orchestrated company-wide digital transformation, enhancing data analytics capabilities and operational agility.
- Reinforced company's market leadership by consistently outperforming competitors in key performance metrics.
- Fostered culture of continuous improvement, encouraging innovation and rewarding exceptional performance.
- Pioneered corporate social responsibility initiatives, significantly impacting community development and sustainability.
- Bolstered employee engagement and reduced turnover by introducing progressive workplace policies and benefits.
- Spearheaded global expansion efforts, entering new markets and establishing profitable operations within two years.
- Optimized supply chain operations for efficiency, leveraging technology to reduce lead times and costs.
- Amplified customer satisfaction and loyalty through introduction of customer-centric service model.
- Directed launch of innovative products, capturing new market segments and driving revenue growth.
- Enhanced company reputation by implementing cutting-edge sustainability practices across all operations.

- Secured advantageous partnerships and collaborations to co-develop cutting-edge technologies and solutions.
- Established and maintained strong relationships with customers, vendors and strategic partners.
- Developed innovative sales and marketing strategies to facilitate business expansion.
- Initiated strategy to drive company growth and increase market share and profitability.
- Managed financial, operational and human resources to optimize business performance.
- Oversaw divisional marketing, advertising and new product development.
- Communicated business performance, forecasts and strategies to investors and shareholders.
- Analyzed industry trends and tracked competitor activities to inform decision making.

CTO 2011 to 2013

Baran Group, Israel, South Africa

- Launched successful new products with extensive research on market trends combined with collaborative input from various departments.
- Evaluated emerging technologies for potential adoption, staying ahead of industry trends to maintain competitive advantage.
- Aligned IT strategy with organizational goals, fostering collaboration between technical and non-technical stakeholders.
- Coordinated third-party vendors and client IT teams to seamlessly deliver effective solutions.
- Interpreted multifaceted technological issues into defined frameworks and highly scripted action plans.
- Managed company-level architecture, platform and data configuration processes and implementation protocols.
- Maintained thorough understanding of all key and current technologies, platforms and trends.
- Developed and implemented long-term strategic technological blueprint.
- Managed cross-functional teams to successfully deliver complex technology projects on time and within budget.
- Championed data-driven decision-making, integrating advanced analytics tools for predictive insights.
- Designed enterprise-level technological blueprints and system architectures.
- Chaired technology steering committees, fostering cross-functional collaboration and ensuring alignment with business objectives.
- Enhanced system performance with thorough testing methodologies, identifying areas for optimization and improvements.
- Supported current and emerging programs through interactions with high-level customers, business partners and external vendors.
- Reduced total cost of ownership by strategically outsourcing select IT services while maintaining control over critical functions.
- Optimized IT infrastructure by streamlining processes and implementing cutting-edge technologies.
- Improved [\[Software\]](#) program delivery performance and reliability.
- Cultivated strong vendor relationships, negotiating favorable terms for hardware, software, and support contracts.
- Developed talent pipeline by mentoring junior staff members and implementing comprehensive training programs for the entire team.
- Delivered smooth technology transitions during periods of rapid growth or reorganization that minimized disruption to endusers.
- Facilitated ongoing team development and growth through training and professional skills enhancement.
- Established robust cybersecurity protocols, mitigating risks and safeguarding sensitive

company information.

- Improved user satisfaction by investing in employee-focused IT support solutions that enhanced productivity across the organization.
- Created scalable architectures that supported long-term growth strategies while providing flexibility to adapt as needed.
- Increased operational efficiency by consolidating systems, automating tasks, and leveraging cloud solutions.
- Implemented agile methodologies for software development, increasing speed-to-market without sacrificing quality or security standards.
- Maintained high-level knowledge of current and emerging technology development and applications.
- Spearheaded digital transformation initiatives to modernize business operations and enhance customer experience.
- Drove innovation and fostered a culture of continuous improvement through strategic planning and execution.
- Tested security technologies on regular basis and implemented network penetration assessment tools.
- Provided project leadership in dynamic technology-driven environment with multiple priorities.
- Briefed executives on technology risks and suggested ways to alleviate concerns.
- Facilitated seamless integration of legacy systems during mergers or acquisitions, ensuring minimal disruption to business operations.
- Designed, implemented, configured and integrated customer networks utilizing [Type] technology.
- Collaborated with cross-functional intra-company teams to provide mutually beneficial outcomes.
- Collaborated with third-party vendors to implement new [Type] system.
- Handled client inquiries with exceptional professionalism and enthusiasm.
- Laid out complete business continuity plan to maintain data protection in event of natural disaster or long-term outage.
- Embraced macro-level strategic decisions and micro-level implementation.
- Cultivated company-wide culture of innovation and collaboration.
- Directed technological improvements, reducing waste and business bottlenecks.
- Created succession plans to provide continuity of operations during leadership transitions.
- Founded performance- and merit-based evaluation system to assess staff performance.
- Oversaw business-wide changes to modernize procedures and organization.
- Devised and presented business plans and forecasts to board of directors.
- Led recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.
- Represented organization at industry conferences and events.
- Monitored key business risks and established risk management procedures.
- Collaborated with legal, accounting and other professional teams to review and maintain compliance with regulations.
- Established and maintained strong relationships with customers, vendors and strategic partners.
- Developed innovative sales and marketing strategies to facilitate business expansion.
- Initiated strategy to drive company growth and increase market share and profitability.
- Managed financial, operational and human resources to optimize business performance.
- Oversaw divisional marketing, advertising and new product development.
- Communicated business performance, forecasts and strategies to investors and shareholders.
- Analyzed industry trends and tracked competitor activities to inform decision making.
- Formulated and executed strategic initiatives to improve product offerings.

- Maintained P&L and shouldered corporate fiscal responsibility.
- Directed [Software] engineering team's complex project development and functionality objectives.

HEAD OF OPERATIONS 2009 to 2011

TwoCan Networks

- Increased customer satisfaction by actively addressing concerns and ensuring timely resolutions.
- Collaborated with executive leadership on strategic planning initiatives to drive business growth.
- Developed comprehensive training programs for staff, enhancing team performance and skill sets.
- Implemented risk assessment procedures to minimize potential disruptions across all areas of operation.
- Improved overall productivity with the introduction of innovative process improvement initiatives.
- Led cross-functional teams to achieve company goals, fostering collaboration and communication.
- Streamlined operational processes by identifying inefficiencies and implementing best practices.
- Oversaw supply chain management, ensuring timely delivery of products and services to customers.
- Managed crisis situations effectively by developing response plans in advance.
- Managed vendor relationships, negotiating contracts for maximum value and efficiency.
- Ensured compliance with industry regulations and company policies, mitigating potential risks.
- Built a high-performance culture by recruiting top talent and promoting professional development opportunities for staff members.
- Implemented data-driven decision-making processes, leveraging analytics to optimize operations.
- Facilitated change management efforts, guiding teams through periods of transition and growth.
- Automated manual processes using technology solutions, increasing accuracy and efficiency within operations.
- Spearheaded continuous improvement projects, resulting in enhanced business performance.
- Evaluated emerging market trends to inform strategic decisions affecting the organization's future direction.
- Optimized inventory levels by implementing demand forecasting tools and techniques.
- Directed launch of new product lines, coordinating cross-functional teams to achieve market penetration and sales targets.
- Optimized customer service protocols, elevating customer satisfaction and loyalty through personalized service initiatives.
- Fostered culture of continuous improvement, encouraging innovation and employee engagement through targeted training programs.
- Streamlined logistics and distribution networks, ensuring timely delivery of products and reducing transportation costs.
- Reduced environmental impact by implementing sustainable practices and eco-friendly operations, gaining recognition in industry.
- Developed and maintained robust business continuity plans, ensuring operational resilience in face of unforeseen challenges.
- Facilitated key partnerships with external stakeholders, expanding market reach and enhancing brand reputation.
- Conducted comprehensive market analysis to inform strategic planning and decision-making processes.

- Enhanced operational transparency with implementation of advanced reporting systems, providing real-time insights to stakeholders.
- Negotiated with technology vendors to secure advantageous terms, integrating cutting-edge solutions that drove operational efficiency.
- Drove technology integration strategies, modernizing legacy systems and facilitating seamless data flow.
- Achieved significant cost reductions by renegotiating supplier contracts and optimizing inventory management practices.
- Strengthened compliance with industry regulations by updating policies and conducting regular staff training sessions.
- Empowered team leaders with autonomy in decision-making, fostering dynamic and responsive operational environment.
- Led workforce expansion efforts, recruiting top talent and establishing high-performance team aligned with company goals.
- Enhanced team productivity with implementation of agile methodologies, significantly reducing project turnaround times.
- Coordinated with marketing and sales departments to align operational capabilities with strategic growth initiatives.
- Improved inventory accuracy and warehouse organization through adoption of advanced tracking systems and storage solutions.
- Spearheaded operational improvements, leading to streamlined processes and enhanced efficiency across departments.
- Implemented robust risk management frameworks, minimizing operational disruptions and safeguarding company assets.
- Assisted in recruiting, hiring and training of team members.
- Implemented business strategies, increasing revenue, and effectively targeting new markets.
- Negotiated price and service with customers and vendors to decrease expenses and increase profit.
- Reported issues to higher management with great detail.
- Handled problematic customers and clients to assist lower-level employees and maintain excellent customer service.
- Trained and guided team members to maintain high productivity and performance metrics.
- Interacted well with customers to build connections and nurture relationships.
- Managed purchasing, sales, marketing and customer account operations efficiently.
- Cultivated and strengthened lasting client relationships using strong issue resolution and dynamic communication skills.
- Observed each employee's individual strengths and initiated mentoring program to improve areas of weakness.
- Tracked employee attendance and punctuality, addressing repeat problems quickly to prevent long-term habits.
- Updated and resolved incidents and managed accessorial charges objectively while maximizing profit.
- Reduced financial inconsistencies while assessing and verifying billing invoices and expense reports.
- Tracked trends and suggested enhancements to both challenge and refine company's product offerings.
- Recruited, hired, and trained initial personnel, working to establish key internal functions and outline scope of positions for new organization.
- Launched staff engagement, gender diversity and cultural programs in addition to robust reporting tool that increased operational quality.
- Reduced operational risks while organizing data to forecast performance trends.
- Reduced budgetary expenditures by effectively negotiating contracts for more advantageous terms.

- Raised property accuracy and accountability by creating new automated tracking method.
- Implemented innovative programs to increase employee loyalty and reduce turnover.
- Monitored daily cash discrepancies, inventory shrinkage and drive-off.
- Scheduled employees for shifts, taking into account customer traffic and employee strengths.
- Supervised creation of exciting merchandise displays to catch attention of store customers.
- Identified and qualified customer needs and negotiated and closed profitable projects with high success rate.

EDUCATION

הגימנסיה הריאלית ראשון לציון, ראשון לציון
High School Diploma
שלוחה של אוניברסיטת תל אביב

שפות

עברית – שפת אם, אנגלית – רמת שפת אם

שירות צבאי

(דרג ד' של מהנדסי אלקטרוניקה, יחידת אלקטרוניקה, חיל האוויר (2002-2005)

SECTION NAME

- המלצות יינתנו עפ"י בקשה