

# Dror Ben-Eliyahu

Ra'anana / Tel Aviv, Israel

droreli@gmail.com | +972-54-5441014

Director, Solutions & Implementation | Payments & Crypto

LinkedIn: [linkedin.com/in/dror-ben-eliyahu](https://www.linkedin.com/in/dror-ben-eliyahu)

## SUMMARY

Fintech operator and solutions leader spanning product, go-to-market, RevOps, and complex B2B integrations across payments and crypto. Progressed from Head of Sales Operations at Simplex (post-acquisition by Nuvei) to owning end-to-end solutions and implementation for Nuvei's core business. Strong at turning ambiguity into operating rhythms, cross-functional alignment, and merchant-ready assets (playbooks, tooling, escalation paths) that scale.

## CORE STRENGTHS

- Payments integration leadership: checkout, tokenization, 3DS, routing, refunds/voids, settlement, reconciliation
- Crypto rails: on-ramp/off-ramp flows, KYC/AML alignment, partner coordination, operational readiness
- RevOps and sales operations: forecasting, pipeline governance, coverage planning, enablement, deal execution support
- Program delivery: stakeholder mapping, RACI, risk management, release readiness, incident triage and postmortems
- AI + knowledge systems: documentation quality loops, RAG/MCP-based internal search, integration tooling

## EXPERIENCE

### Nuvei (including Simplex)

#### Director, Solutions & Implementation - Core Payments + Crypto

2024 - Present | Israel

- Own solutioning and delivery for strategic merchants across Nuvei core payments (cards/APMs) and crypto capabilities, from discovery through go-live and stabilization.
- Design integration architectures and handoff-ready specs (API sequences, edge cases, error handling, reporting/reconciliation) to reduce back-and-forth with merchant dev teams.
- Run cross-functional programs across Product, R&D, Risk, Compliance, Support, and Commercial to remove blockers and standardize delivery quality.
- Create reusable assets: onboarding checklists, troubleshooting playbooks, integration templates, escalation paths, rollout gates, and weekly health checks.
- Drive internal AI/automation to improve documentation usability and time-to-answer (RAG/MCP-based search, content hygiene feedback loops).

### Simplex (acquired by Nuvei)

#### Head of Sales Operations

Nov 2021 - 2024 | Israel

- Joined shortly after acquisition; built post-merger operating cadence across Sales, Solutions, and Operations while maintaining growth focus.
- Owned forecasting, KPIs, CRM/process governance, pipeline inspection, pricing/quoting coordination, and sales enablement.
- Partnered with Sales leadership on coverage planning (territories, segment focus, capacity modeling) and on deal execution (commercial packaging, risk/compliance alignment).
- Operationalized handoffs between Commercial, Solutions Engineering, and Delivery to improve win-to-implementation conversion.
- Introduced standardized deal reviews, QBR rhythms, and tighter definitions for stages and SLAs.

### Vayomar

#### Senior Consultant (Change Management & Innovation)

2020 - 2021 | Tel Aviv, Israel

- Led change management strategy for a Fortune 200 account across four continents; expanded program scope to two additional units.
- Facilitated post-merger integration and digital initiatives at a unicorn, accelerating innovation across interfaces.
- Supported four CEO-level initiatives, enabling a ~30% cost reduction vs original budgets through prioritization and execution discipline.

## **Motork**

### **Senior Strategy Manager**

2019 | *Milan, Italy*

- Owned strategic, cross-functional programs to increase agility, including hybrid org structure and post-merger integration workstreams.
- Reduced B2B delivery time by ~15% through new operational techniques.

## **Appslix**

### **Co-Founder, Head of Business Development**

2016 - 2018 | *Tel Aviv, Israel*

- Drove ~400% revenue growth in one year (~US\$600K in 2017) via strategic performance marketing partnerships.
- Built experimentation and A/B testing discipline across offers, creatives, and channels.

## **EARLIER CAREER (SELECTED)**

- WoOdie Naturally Cool - Co-Founder & CEO (2014 - 2017): raised ~US\$150K; grew sales to ~US\$700K (2016)
- Hisense International - Product Design (China) and Senior Product Designer (USA), 2012 - 2014 (Vidaa Smart TV platform showcased at CES 2014)
- Israeli Air Force - Ground Control Officer, 2002 - 2005 (process improvement; outstanding performance award)
- DAO4Peace - Co-Founder & VP Business Operations, 2021 - Present (pre-seed ~US\$100K; strategy and operating model)

## **EDUCATION**

- INSEAD - MBA, Class of Dec 2018 (Fontainebleau, France)
- Università degli Studi di Firenze - B.A. Design (Honors, 110/110), 2012 (Florence, Italy)

## **LANGUAGES & WORK AUTHORIZATION**

- Hebrew (native), English (fluent), Italian (fluent/professional)
- Israeli and EU passports