CEO \ Business Manager  
Rotem Segev  
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**Summary**

* **6 year experience** as **CEO - growing the company from a small family business to a strong and leading competitor** in relevant markets.
* Over-all experience of over **20 years** in various **executive level positions** in **marketing**, business development and sales management in various fields.
* Management skills in business, strategy, and sales processes while increasing the lenient and base.
* **20 year experience** in **B2B B2C marketing and business development** in israel and internationally (Europe, North America and more)
* Identifying and focusing on **new business opportunities**, enhancing existing business activities.
* High ability of creating business relationships, high negotiating skills.
* Speaks fluent Hebrew and English, holds an **Executive MBA** from the University of Haifa.

**Professional Experience**

**05.2015 - 07.2021 CEO, Industrial Company**

* **Leading the company to become the 2nd largest player** in the market and the biggest in the professional market.
* **Built self-distribution** to all the major retail chains and leading professional clients.
* Managing the overall activities of the company, from the finance aspects to logistics, business development, raw materials import and other managerial roles need to lead the company.
* Growing the company **from a small family business to a major player** in related markets, and exporting our products to **over 19 countries worldwide**.
* Becoming a major player in the B2B and b2C markets in israel.
* Maintaining average annual growth of **over 15%** while increasing the client base.
* **Expanding** the business from olive oil supplier to other food items while increasing the market share and lowering the overall costs.
* Leading the company quality assurance to withstand the highest food safety standards - HACCP BRC and more.
* **Rebuilding** the company production facility and restoring it to full activation in 8-month, mistreated fire hazard consumed the main production facility.·
* Stabilizing the sales force during the COVID 19 changes and leading to an increase in sales.
* exhibition in international trade shows worldwide and israel - Anuga, SIAL, FANCY FOOD, PLMA, ISRAFOOD and more

**05.2010 - 05.2015 CMO - Chief Marketing Officer, Western Galilee College**

* Reporting to CEO
* A board member in the organization, responsible for **sales business development** and marketing in the company Managing over **20 professional employees** in the marketing and sales departments at the collage - **5 sub departments**
  + advertising and publications
  + new media and digital activity
  + PR and spokesperson
  + Call center and frontal sales
  + On campus fairs and conventions
* Maintaining average annual growth of 8% in enrolment
* Rebranding the college as a leading economy studies college and a national player in the management studies.
* setting marketing strategy for the college and launching various advertising companies and different media p;atforms.
* establishing a potential clent road map and increasing lead generating base planes to support it.

**09.2007- 06.2010 Business Development and CMO, Prince Tahina LTD**

* Reporting to CEO
* Rebranding the company as Israel's tahini manufacturer in the local market.
* **Gaining overall market share of 38%**, in charge of distribution companies activity - Diplomat LTD, OSEM LTD and others.
* producing 4 successful private labels partnerships in the israeli market.
* increasing the export to over 40 countries, and 60% off all business activity
* Exhibition in international trade shows worldwide and israel - Anuga, SIAL, PLMA, FANCY FOOD ISRAFOOD and more

**2007 Business bevelompant and CMO, Milomor Resido Romania (relocation)**

* Reporting to CEO
* Managing and implementing the marketing and corporate communication for the company.
* Rebranding the company in the Romanian local market and the neighboring countries as a leader in the industry.
* Exhibition in international trade shows worldwide (Romania and East Europe).
* Milomor Resido is a Romanian based company that deals in limestone panels and flooring for the housing industry. The company has 3 limestone mines and a production plant, as well as it’s distribution abilities. The company employs around 250 workers.

**2006 - 2007 Danshar LTD - Brand manager - food devision**

**2005 - 2006 Gitam BBDO \ krimalovesky Cohen AD agency - Supervisor and CMO at**

**Milomor Resido Romania (relocation)**

**2003 - 2005 Yavneh publishing house - Marcom Manager**

**Education**

2014 Business directors course - western galilee college

2011 - 2012 Executive **MBA** Haifa University (taught in English )

2002 Advertising course (full academic year) - HaBetzefer - ACC

1998 -2001 B.A in Human resources and communication - Haifa University

**Languages**

* Hebrew, Mother tongue
* English -As Mother tongue Level

**Computer Skills**

* Full Office Domination

**Military Service**

2004 - 2015 Reserve service - Captain Army spokesperson division

1996 - 2004 Reserve service - Captain - Army intelligence

1993 - 1996 Lieutenant - adjutancy corp - 401 Armored brigade