

CURRICULUM VITAE

PERSONAL DETAILS

Mobile: 054-6652091

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Nationalities: Israel, USA, Germany

PROFESSIONAL EXPERIENCE

Director, Marketing

2015 -2016

Siklu Communication Ltd., Petach Tekva, Israel

The global market leader in 60/70/80GHz wireless radios (markets: WISP, Security & Surveillance)

- Penetrate Security and Surveillance market & build market recognition – including dramatic lead generation with substantial sales within six months of market penetration
- Develop annual marketing plans to ensure continuous market leadership, including: Product Road map, Messaging, Product and Application positioning, Channel Marketing plans, PR strategy, Product launch strategy, Google and social media campaign strategy, content management strategy, lead generation strategy, exhibitions & events, etc.

VP, Marketing & BD

2013 – 2014 (Relocated marketing to US)

Tyto Care Ltd., Netanya, Israel

A Medical Device Start-up in the field of Tele-Health and Remote Monitoring

- Develop a strong and effective brand differentiation strategy, pricing models and partner channels
- Build a network of potential customers: virtually, through conferences and cold calls
- Design and create the company website, movies and message - through various virtual networks
- Generate and lead MVP surveys while analyzing competition and product positioning

General Manager (CEO)

2011 - 2013 (Company aquired)

Bateman Lithium Projects Ltd., Yokneam, Israel

A Spin off company of the Bateman Group, specializing in lithium production

- Create a vision, build a strategy and generate value for an innovative disruptive technology
- Bring a technical concept to a sellable value added product in less than 9 months
- Successfully selling projects to the largest players in the industry

Director, Sales Asia / Global Alliances

2008 – 2010

LIMO Lissotschenko Mikrooptik GmbH – Dortmund, Germany

A photonics company specializing in laser based solutions (Main Markets: Security, Medical)

- Territory planning, promotional activities and exhibitions, advertising campaigns and launching of new products and applications
- Identify, develop and manage distributors for OEM products globally (US, EU and Asia)
- Manage key customers to insure projects convert into sales
- Manage a divisional budget and a sales team exceeding 30% growth annually

Director, Business Development - Asia

2005 – 2007

PALRAM Industries Ltd. – Haifa, Israel

Manufacturer of semi-finished extruded thermoplastic sheets and finished products

- Led, coordinated and managed strategic projects in Japan and China
- Managed key accounts and led a multi-divisional (R&D and QA) team to meet market needs
- Structured a strategic partnership and secured a multi-million dollar deal in Asia

EDUCATION

Japan Focused MBA (Majoring in M&A)

2001-2002

University of Hawaii & Japan America Institute of Management Science – US / Japan

- The program focuses on the Asian economies and was ranked among the top 20 International Management programs by "The US World & News report"

Bachelor Degree in International Relations

1995-1998

The Hebrew University – Jerusalem, Israel

- B.A. in International Relations with a focus on International Environmental Law

Solutions Selling

2009

- Certified for 'Complex Sales' to organizations

Strategic Sales

2008

- Certified in Sales to Organizations and in Coaching a Sales Team

LANGUAGES

- English & Hebrew – Native level
- German & Japanese – Advanced communication skills