



# NOA PARDO

## Business Developer

I have assisted corporations across a variety of industries achieve their business goal. My experience in sales and business-related roles have enabled me to contribute innovative ideas to companies and their future growth.

## WORK EXPERIENCE

### MANAGING DIRECTOR

2014 - 2022

Israeli Diamond Institute Hong Kong/ Tel Aviv

- Led marketing, communications and public relations for Israeli diamond industry across Asia
- Forged relationships with key end clients including large private jewellery companies, national and international industry associations and government and fiscal authorities and trading bodies
- Managed IDI Pavilion with up to 120 companies at quarterly industry-wide jewellery fairs, increasing footfall traffic through innovative software, fee waivers and negotiated placement
- Managed recruitment and training of local staff

### BUSINESS DEVELOPMENT

2008 - 2009

Leo Sachter Diamonds, Hong Kong

- Managed all import and export issues related to movement of diamonds across borders
- Leveraged retail and wholesale networks to create opening for sales teams to introduce product
- Inventory management

### KEY ACCOUNT MANAGER

2006 - 2008

Yahlomei Espaka International, Hong Kong

- Responsible single-handedly for 40% of the company's bottom line in Asia Pacific through optimisation of wholesale and retail accounts
- Managed marketing campaign for YEI's first Asian brand, "Perfectly Matched" including local print media, trade publications, promotional merchandise and launch event

### BUSINESS DEVELOPMENT

2004 - 2005

Yahlomei Espaka International, Japan

- Prospected, cultivated and established contacts and networks within the jewellery industry from retail to wholesale to government to independent regulatory bodies, across Asia Pacific - Japan, Hong Kong, Korea, Singapore
- Established YEI's first trade show presence in Japan, allowing company to reconnect with previous as well as new customers

### HEAD OF IMPORT-EXPORT

2000- 2004

Yahlomei Espaka Israel, Tel Aviv

- Head of Import-Export
- Responsible for over \$200mn p.a. of inventory management

## CONTACT

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- 📍 Ra'anana Israel

## SKILLS

- Logistics planning
- Inventory Management
- Communication
- Project Management
- Negotiation & Persuasion
- Research & Strategy
- Hebrew
- MS Office

## EDUCATION

Ben Gurion University

2011 - 2016

Beer Sheva, Israel

- Bachelor of Social Science

## REFERENCES

- Available on request