



## Contact

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## Education

2011

**B.A. Business Administration**

Ruppin academic center

2016

**e-commerce management  
certificate**

"digital il".

## Expertise

- Sales
- Coaching and Training
- Monetization
- Go-to-Market Strategy
- Analytical Skills
- Marketing Management

## Language

English – fluent, business  
level

Hebrew - mother tongue

# Yuval Yefet

## Sales manger

15 years in sales management and business strategy

As a manager, I excel in fostering strong relationships with my team and guiding them towards success. My sales-oriented mindset is complemented by a keen vision of customer behavior and journey, allowing me to develop effective strategies to meet their needs and exceed their expectations.

Monetization and empathizing with the pain points of each unit are areas where I exhibit expertise, ensuring that the organization optimizes its resources and delivers exceptional value to its customers. My holistic approach to business management empowers me to drive growth and make a significant impact on any venture I am part of.

## Experience

### 2023 - Current

Auctentic BV

#### Head of sales

Head of sales with responsibility for all sales and business activity of the company.

Working closely with the company founders to achieve the companies business goals.

Personally in charge of the sales team and sales activity over sea and SDR team.

Working closely with the marketing manager and the digital manager to ensure delivery.

Responsibility for strategy plan and execution.

Improving of COGS and increasing revenue by 50% in average.

In charge of all operational aspect's including delivery of good's, CRM management (HubSpot), and client communication platforms.

### 2021-2023

HomeBiogas

#### Head of B2C sales

Head of companies B2C activity while managing a team of Ecommerce and offline B2C sales activity.

Improving processes of sales to increase revenue by 60% in 2022

Responsibility for promoting the company's activity in US, APAC, & EU.

Personally leading negotiation and processing resellers, partnerships & B2B contracts.

Responsibility for product strategy, onboarding, pricing & implementation on digital channels.

Successful collaboration and interface with multiple departments such as marketing, operation, product, RND & CS.

In charge of product management, projects, marketing, and operation under the B2C field.

### 2011-2021

YAD2

#### Head of SMB

Responsibility for the SMB product optimization and business results optimization.

Responsibility for optimizing the monetization of the largest sectors on Yad2, such as car dealer's listing's, professional real estate listings, two wheel vehicles listing and more.

Heavily involved in the product focus and redesign of yad2's new user profile admin space for professional's.

Heavily involved in the implementation of virtual numbers, new lead generation resources, renewing for costumer mini-sites and more.

Responsibility for all professional listings, SMB costumers and sales targets.

Head of account managers team and leader's management. Led a team of 20

Account managers, back office, and team leaders.

### 2009-2011

Telecall business group

#### Call Center Manager

Sales representatives management, training, and mentorship. Led two teams of 50 representatives all together with Responsibility for all sales targets.

Led the planning and implementation of new call center, and other new project management teams at the company.