

Benzi Shacroca

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Professional Experience

2013 - Present Global Technical Customer Support Director – Venus Concept

Duties include:

- Overall responsibility for all aspects of the company's service organization
- Improving the service procedures and efficiency of the customer support, and analyzing problems to minimize the number of service calls
- Providing technical support, implementing changes in the field, and planning and executing system upgrades
- Creating and implementing computerized service model in the company's system
- Defining spare parts and work tools, and worldwide stock levels
- Providing frontal trainings, both as theoretical lectures and practical hands-on sessions

2004 - 2013t Global Customer Support Director – UltraShape/Syneron

Duties included:

- Managing the pre/post-sale team, responsible for customer support and all international service functions (service calls, customer complaints, warranties, etc.)
- Managing the sales administration team, responsible for coordinating international shipments and following up on the execution of the planned tasks
- Managing stocks of spare parts and implementing stock planning and control tools and optimizing stock levels
- Writing the departmental procedures, building and characterizing the CRM system, and writing and publishing user and service manuals
- Improving the service procedures and efficiency of the customer support, and analyzing problems to minimize the number of service calls
- Creating and implementing computerized service model in the company's system

1997 - 2004 International Customer Support Manager – Lumenis

Duties included:

- Responsibility for providing technical support, implementing changes in the field, and planning and executing system upgrades
- Managing a team of 17 support engineers and post-sale personnel
- Defining spare parts and work tools, and WW stock levels
- Importing advanced medical laser technology from overseas
- Developing work methods for field service engineers and implementing and controlling the global service policies
- Following up on technical problems, performing investigations and implementing solutions
- Establishing service procedures and writing the technical documentation
- Frontal trainings, both theoretical lectures and practical hands-on sessions

1990 - 1997

International Customer Support Manager – ESC/SHARPLAN

Duties included:

- Managing a team of 3 technicians, responsible for providing technical support to distributors overseas
- Writing service manuals and technical instructions for field support
- Responsibility for analyzing service calls, detecting failures and determining weak points
- Responsibility for service contracts with the company's customers
- Liaison with external subcontractors and contact with the support in the USA
- Cooperating with the company's distributors WW and training the service personnel both in Israel and overseas
- Carrying out system installations both in Israel and overseas

1984 - 1990

Final Inspection, Integration and Service Engineer – Laser Industries

Duties included:

- Diagnosing and correcting electronic problems, and carrying out Integration projects and system tests
- Supporting the R&D department with the new projects
- Supporting the Service department with courses for technicians overseas and with system installations WW
- Receiving new projects from R&D and implementing the new system in the relevant departments

Education

- Electronic Engineering (Technicians certificate) – Tel-Aviv University
- Instrumentation and Control course (full diploma) – Amal Holts College
- Project Management – Pilat
- Microsoft – Yanshoof College
- Service Management – Prisma Institute
- Technical English – Berlitz
- Literature course – Berlitz

Languages

- English (high level reading, writing and conversational)
- Hebrew (mother tongue)

Computer Skills

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|---------------|--------------------------------|
| • Word | • Priority-ERP |
| • Excel | • MFG Pro |
| • Power Point | • Various Windows applications |

Military Service

- Air force technician (level D), working on F15 fighter planes

Other Information

- Responsible, serious, and focused on target
- Charismatic and high people-management abilities
- Excellent interpersonal relations both with team members and managers
- Fast self-learner and good grasp of complex matters
- Able to function under pressure and on several tasks
- High management and organizational abilities
- Many years of multidisciplinary experience
- Proven abilities in optimizing work procedures
- **References available upon request**