

Work Experience

2019- Today: Director of finance of Whaleapp ltd, a global company in the field of gaming (500 employees), and other companies of the owner, including: My Shemen, Matthew Mercury Watches.

- Strategic advisor to the CEOs of the company's activities, forecasts and analyses, KPI monitoring, Improvement of processes and the products.
- Cash, Budget and Revenue management.
- Management finance department of 12 employees worldwide.
- Building a financial system and processes for new companies, Execution of automation processes.
- Ongoing financial management in terms of all aspects
- Report financial results to the board of directors and interaction with the board members and other key partners
- Maintaining close cooperation with various suppliers, contracts review.
- Accompanying and defining an internal system that the company has developed.
- Long-term vision, identifying business opportunities and profitable collaborations, including recruiting customers for the company.

2018- 2019: Global Controller at Playtika.

- Lead group's monthly and quarterly financial reports consolidation and reporting process under US GAAP and IFRS. Controller of 12 world sites and the consolidated reports . Maintaining monthly analysis reporting and ensuring consistency and accuracy of the company's global financial information.
- Planning, monitoring and reviewing the annual budget at many companies.
- Preparation of Israeli and Consolidate American tax reports. And reviewing tax report of Russia, Canada, Japan ,Australia, Europe.
- Professional management and guidance from bookkeepers, economists on a global level.
- Creating internal controls in the finance department.
- Ongoing cash flow management, reporting and decision making.
- revenue recognition calculation.
- SAP implementation in new companies. Taking part in acquiring companies such as: examining an active currency and accounting support.
- Responsibility for significant software purchase process and its implementation at global level.
- Responsible for group intercompany charges and payroll checks per site.
- Cross-project management, Multitasking interface with many departments in the organization.
- Development of financial system reports in collaboration with the IT department
- Implementation of new accounting standards on a global level (up to 20 companies), for example Implementing a new global Leasing standard including training, and flow review.
- Review of professional presentations for gaming directors.
- Work experience on IPO
- Building SOX controls

2017- 2018: Manager at Deloitte.

- Managing a staff of 4-10 employees
- Management of Audit, internal control (and ISOX) and tax projects of high-tech, industrial and retail companies and preparing of financial statements and consolidate of IFRS, US-GAAP and

IL-GAAP. Work on multiple audit files concurrently. Extensive experience in high inventory companies.

- Lecturer in professional courses.
- Performing Practice to other partners Audit.
- Work with global companies, with valuers and with departments in the office
- I received a proposal for a senior manager appointment.

2013- 2016: Pre-internship and internship at Deloitte.

Education BA in Economics and Accounting, Open University. School of Law, College of Management.

Professional Courses Real Estate Brokerage, Ramat Gan University

Professional Qualifications

Computers Excellent computer skills with experience in SAP, BI and Fixed assets software.

Languages Hebrew: Native tongue. English: Fluent. Russian: Native tongue.

Personal skills "send and forget", Head enlargement, multitask ability, fast learning, team player, Independent, High analytical capabilities and problem solver.