

Personal Details:

Name: **Daniel Najman**
Telephone: **+972-54-5997917**
E-Mail: Daniel.Najman@Gmail.com

Summary Statement:

VP / Director of Sales and BD with extensive experience in direct and indirect sales of Solutions, Products and Services in **Latin America and EMEA**, building and managing Distribution Channels and regional Offices, **focusing on multiple technologies** (HW and SW Solutions), covering the Video and Data Security, Video and Data Networking Communications, HLS, Industrial Automation, etc., for Government, Enterprise, Financial, Industry, Military, Healthcare, Critical Infrastructure, Transportation business areas.

Professional Experience:**1/2022 – 10/2023 : Viisights - Sales and BD Director LATAM, Spain and Portugal**

Real Time Video Intelligence based on A.I. Behavior Recognition

- Building and Managing U\$D 5.5M yearly Sales Pipeline
- Building, Managing and Training a SI and Partners Channel
- Generating new strategic BOs in the region (example: C5 Nueva Leon, Bogota, C4 Cucuta, Guatemala City, El Dorado Airport, RENFE, TIS, Coca Cola)
- Improving Sales Operation, Billing and Payment Collection Process
- Improving Marketing activities (EXPOS – Las Vegas, Mexico, Barcelona)

3/2020 – 3/2022 : Guesher Enterprise - Sr. BD and Sales Services as Freelance

bridging between leading Technology Providers and inter. markets (LATAM / EU)

- **CoreTigo** - Industrial wireless I/O Link network for Control, Automation and Monitoring - IIOT
- **Trango** - Infrastructure modules for Training of special Military and Police Forces and floating docks for Merchant Marine
- **Jastok** (former Salient-Eye - Video Conference Solution for CALL CENTERS
- **Atrebo** - Infrastructure and Services Management Solution for improving efficacy and efficiency of companies with large amounts of distributed sites (MNOs and Tower Providers like Movistar, Vodafone, Telenor, Claro, American Towers, etc.)
- **Switch-Bee** – Intelligent Smart-Home Solutions. Easy replacement of traditional electrical switches without the need of electrical cabling installation.
- **EINet** – Measurement of electricity Power, Energy Analyzer, PFC products

2/2017 – 3/2020 : Unitronics - Regional Sales Director Latam and Spain

Control, Monitoring and Automation Solutions ; IOT, Cloud Services

- Managing U\$D 5M yearly Sales
- Managing and Training Distributors Channel
- Generating new strategic BOs in the region (example: WEG, SMC, AENA)
- Improving Sales Operation, Billing and Payment Collection Process
- Improving Marketing activities (EXPOS) and material in Spanish language

1/2014 – 1/2017 : DiViNetworks - VP of Sales and BD Latam and Europe

IP Traffic Optimization Solutions and Cloud Services for ISPs, Carriers

- **Building and managing infrastructure of Partners** (Distributors, Agents, REPs)
- **Incrementing Sales** in the region from **\$900K in 2012-3 to \$4.5M in 2014-6.**
- **Building** strong and reliable **\$10M Pipeline** for 2016-17
- **Main achieved projects:** Telefonica, CLARO, Telmex, Entel, ETB, COPACO

8/2011 – 12/2013 : TraceSpan - Director of Sales and BD Latin America

Multilayer Monitoring and Analysis of Broadband Networks ; Cyber-Security – Law-full Interception – Monitoring and Tracking

- Building from scratch the Infrastructure of Partners in LATAM
- **Tripling Sales** results from U\$D 250K to **U\$D 750K in 1 year.**
- Creating a reliable **U\$D 2.5M Pipeline** in less than 2 years.
- Customers: Intelligence and Security Services / Special Police Forces (Colombia, Peru, MEX, ARG, BRA), Gov. of Veracruz, Telefonica , Cablevision, Cablemas

6/2009 – 7/2011 : BD and Sales Services for NICE, Elisra, Applicure, Melingo, MindCTI and LogNet in Latam and Europe as Freelance

- Safe City - Video & Data Surveillance / Tracking Project in Honduras (**Nice**)
- Cellular Jamming Solutions for Protection of Honduras Presidency (**Elisra**)
- Content and Application Security for Enterprises / Financial Area (**Applicure**)
- Intelligent Content Processing **Solutions** to Police, Military and Gov. (**Melingo**)
- **Winning Billing System for Hondutel - U\$D 6.5 M (MindCTI / LogNet)**

3/2008 – 5/2009 : Scopus Video Networks – RSD Latam America

Video Networking Solution (**acquired by Harmonic 04/09**)

- **Tripling Sales** from U\$D 1.2 to **U\$D 3.5M** in 1 year
- **Major achievement - TU-VES Chile Head-End Project - U\$D 1.2 M**
- Increasing and strengthening Distribution Channel
- **Improving** the activity and efficiency of the technical **Pre-sales Support**
- Overall Managing Scopus virtual Offices in Argentina and Mexico

2/2003 – 2/2008 : Shunra and Crescendo Networks – VP of Sales and BD

IP Traffic Optimization, Content Acceleration, WAN Emulation (as employee and Freelancer) - **Shunra acquired by HP in 2006 and Crescendo by f5 2008**

- **Building from scratch Dist. Channel in Latin America and Europe**
- **Building and managing remote Sales Teams (virtual Offices) in France, Italy, Spain, UK, Mexico, Brazil, Chile, Colombia, Peru and Argentina**
- **Selling Solutions to major Accounts in Europe and LATAM.**
- **Major sales achievements :** Vodafone, Generali, Pirelli, Banca Intesa (Italy) ; Dassault, Peugeot, BNP, AXA, Antena3, Credit Agricole, Accenture, IBM (France) BBC, Nationwide, BT, Reuters (UK) ; BBVA, Gas Natural, Iberdrola, Telefonica, , Generalitat Andalucia and Valencia (Spain) ; Entel, BCI, LAN (Chile) ; ViVo, Bradesco, Mackenzi, Petrobras, Embratel (Brasil) ; Telmex, Pemex, Bancomer, Cemex, Modelo (Mexico) ; Aeropuertos 2000, Banco de la Nacion, Telefonica, Telecom, YPF, Mercado Libre, Clarin, Multicanal, COTO, Gov. (Argentina)

1/2000 – 2/2003 : Radware - RSD Latin America, Spain and Portugal

Intelligent & Security Application Switching / Load Balancing

- Generating and Managing U\$ 8M Sales.
- Building Channel infrastructure (Reps, Distributors and Resellers) from scratch
- **Implementation of Partner's Training Program and ATC in the Territory**
- **Best Dist.Recruitment Prize in 2000 (ADD – Spain) and 2001 (MUDE – Brazil)**

6/1996 – 12/1999 : Tadiran Electronic Systems - RSD Latin America

EW, C4I and Spectrum Control Solutions – *acquired by Elisra 2000*

- **Strategic EW System for Joined Armed Forces Peru (U\$D 36M)** ; Tactical EW and C4I Systems for Brazil, Argentina Armed Forces ; COMMINT system for Chilean Navy ; C4I Artillery Systems for Peru and Spain
- **Electromagnetic Spectrum Control (Civilian) Project in Spain**

8/1992 – 5/96 : Sales & Marketing Director of PAMA Services – IEI

(Israel Export Institute) - Projects, Tenders and BOs Information system

1982 - 87 : Military Service – Commander and Technician (Tier 2 and 4) of Surveillance and GCA Radars (IAF). Awarded for 2 technical improvements (Radar Receiver and Computer). Awarded as Outstanding technical Expert of Bamtza 108 (1984) and technical Manager IAF (1985)

Education:

- B.A. in Economics Science and Urban Studies at Tel Aviv University (88-92)
- Electronic Technician – ORT Kfar Saba (77-81)

Languages:

English - Fluently speaking, reading and writing | Spanish - Mother Tongue

Hebrew - 2nd Mother Tongue | Portuguese – Good reading, basic speaking and writing