



## CV - Shahar Asher

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### Summary

- Over 20 years of experience in Business Development, Sales & Marketing in the hi-tech industry
- Dynamic & Creative. Driven by RESULTS!
- Have much experience bringing & closing complex, long term, service deals.

### Education

99 ▶ 01	<b>MBA, Marketing &amp; International Management.</b> Recanati, Tel-Aviv University  Participated at the prestige Wharton-Recanati Marketing Consultancy program in the <b>VoIP field</b> .  Completed <b>E-Business &amp; E-Marketing</b> courses at <b>ESSEC</b> – leading Business School in France (during exchange student program)
94 ▶ 97	<b>BA, Business Management</b> , Academic College of Tel Aviv - Yafo - <b>Graduated with honors</b>
85 ▶ 89	<b>Ort Singalovski, Leading Israeli school for Computers &amp; Electronics.</b>

### Professional Training

15 ▶ 20	<b>Facebook/Google/Tabula/Outbrain/LinkedIn PPC trainings @ Digitalent</b> <b>Agile / Scrum / Lean trainings @ Agile Spirit</b>
2009	<b>Microsoft CRM trainings</b>
05 ▶ 06	<b>Start-ups and online business Management</b> trainings (while being an active consultant at the M.A.T.I – entrepreneur accelerator center)
2001	<b>Web Master Course @ Sivan Computers (800 hours)</b>
2000	<b>Data Communications training @ Motorola</b>
90 ▶ 92	<b>Communication Technician</b> @ the Israeli Air Force Technical School

2022 ▶ now	<p><b>Software Senior biz-dev consultant @ Intetics Inc. (an American incorporation)</b></p> <p>Representing the company in Israel as well as different other markets as USA, Europe, and Australia.</p> <p>Promoting, introducing, negotiating, and closing deals with different hi-tech (mostly) companies for Remote Projects as well as remote Out-staffing (offshore) personnel &amp; software development teams located, mainly, in Eastern Europe.</p> <ul style="list-style-type: none"> <li>• Searching out-bound leads and prospects utilizing combinations of marketing activities</li> <li>• Developing close relationships with C level prospects and partners</li> <li>• Bringing in requirements for different software development projects and Out-Staffing</li> <li>• Working closely with Intetics' Delivery Directors, CTO, COO, CEO, and with the recruitment staffing</li> <li>• Advising Intetics how to tackle any evolving issue during the process of closing the deal.</li> <li>• Fully managing sales process, including negotiating while bringing both parties into NDA, MSA &amp; SOW signing</li> <li>• Following up as well as expanding deals with my existing clients</li> <li>• Participating in dailies with sales team and weeklies with Management</li> <li>• Participating in Conferences, Meetup and different events in Israel and abroad.</li> </ul> <p>Bringing in Corporations such as: <b>Harman/Samsung, ATPI, Sela Cloud, Microsoft, Zendesk, One Zero, as well as medium companies and Start-Ups from Israel and abroad</b></p>
15 ▶ 2021	<p><b>Business Dev Director @ Agile Spirit</b></p> <p>In charge of all company's Agile business activities, gaining new clients and partners for Agile Mentoring, Certifying and Non-Certifying, Public or In-House, Agile/Scrum/SAFe Trainings, Outsourcing and Placement services</p> <p>Targeted audience: CEO's, VP R&amp;d, CTO's, IT managers, PMO's, Project/Product managers, PO's, Scrum Masters, QA managers, Release owners, Automation tech lead, Program managers, TL's, DevOps, HR Managers, Organizational Consultants etc...</p> <p>Activities I've personally managed &amp; operated:</p> <ul style="list-style-type: none"> <li>- <b>Digital Marketing:</b> LinkedIn, Facebook ads, Google ads, Email-Marketing, managing WordPress company's website, creating &amp; managing company's social profiles and pages on LinkedIn, Facebook and Meetup.com.</li> <li>- <b>Other Activities:</b> carrying out &amp; marketing Meet-ups (utilizing Meetup.com platform), conferences, attending sales meetings, editing sales quotes, negotiating</li> </ul>

	<p>with procurement departments, locating partners globally, finding and interviewing new employees/free-lancers (mentors &amp; trainers).</p> <p>Among clients &amp; partners I've brought in and maintained:</p> <p><b>IAI (Israel Aircraft Industry), IDF (Israel Defense Force), Rafael, Cisco, Microsoft, Intel, Oracle, IBM, HP, Playtika, Tel-Aviv stock exchange (TASE), Israel Police, Ministry of Education, Ministry of Health, Applied Materials, Orange (Latvia), Champion Motors, Salesforce, Perion, Evogene, Qcore, PTC, NCR, Forcepoint, Insightech, Controlup, CyberArk, Mavenir, Leumi Card, Cellebrite, OwnBackup, MyCheck, many different SMBs and Startups</b></p> <p>Partners:</p> <p><b>Meteor, Lean Israel, Pilat, Microsoft, PMI, partners from abroad</b></p>
2001 ▶ now	<p><b>Owner @ Sunrise Interactive</b></p> <p>Established and managed ON &amp; Offline activities in the fields of HR, including - <b>Outsourcing, Professional Services, Placement and Head-Hunting.</b></p> <p>Established an <b>online job board</b>.</p> <p>Located and placed mostly <b>IT personnel</b> in the fields of: <b>Software Development, QA, BI, Big Data (Dba's), Cloud computing, Information Security, Web services, Mobile Apps, Communication, Networking, Infrastructure, Real-Time, ERP, HelpDesk</b> etc.</p> <ul style="list-style-type: none"> <li>• Developed, signed contracts, and maintained relationship with hundreds of organizations, companies, placement, and outsourcing agencies.</li> <li>• Established various digital marketing channels, including <b>social networks and dedicated website</b>.</li> <li>• Partnered with different <b>physical and virtual HR &amp; Employment fairs</b> based on different <b>barter deals</b>.</li> <li>• Established friend referral reward platforms.</li> <li>• Located Free-Lancers for different projects.</li> <li>• Implemented different <b>ATS</b> (applicant tracking system).</li> <li>• Signed contracts with hundreds of organizations, companies, placement, and outsourcing agencies.</li> </ul>
07 ▶ 2012	<p><b>CV-Send</b></p> <p><b>Established an Artificial Intelligence (AI) StartUp</b> with the vision of "<b>Google for the Job Search arena</b>" based on advanced mapping and taxonomy system including intelligent algorithms for creating - <b>Best Match between CV's and Job Descriptions</b> (written both in free text!!!) on a level of "<b>Placement Expert</b>".</p>

	<ul style="list-style-type: none"> <li>• Researched and studied market size, competition, opportunities, and threats globally.</li> <li>• Prepared the vision and business/financial plans, generated, and introduced many new business models, negotiated, and signed a contract with a venture capital for partnership.</li> <li>• Recruited and managed great software development team.</li> </ul> <p>The VC decided to sell the know-how and technology to a company <b>which was recently sold for 150M\$, based on my initiative.</b></p>
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### **Noteworthy points:**

- I consider myself a visionary individual who can drive customers, employees, partnerships, and projects.
- Have a proven track record in inventing new business models and leading complicated negotiations.
- Have a proven ability in creating, expanding and maintaining customer loyalty program.
- Have excellent drafting skills, oral and written, in English and Hebrew.
- Have Excellent interpersonal skills.
- Have full command of many software platforms and applications
- Have knowledge of various dev platforms, tools, languages, and databases
- By completion of my MBA studies, I volunteered as a **career consultant** as part of the Tel-Aviv University MBA graduates program.
- By my completion of a Philosophy course, I still volunteer in different social solidarity organizations to help those in need.

### **Languages**

Hebrew – Mother Tongue, English - Mother Tongue Level. French - intermediate level.  
 Arabic & Chinese - general knowledge.

### **Military service**

A communication technician in an artillery regiment and armored brigade. Had both, professional and managerial responsibilities. (I've ended already my reserve duty)

### **Hobbies**

Sports (**Tel Aviv-Jaffa former 5K race Champion ☺**), chess, playing guitar/piano, mandolin, following professional literature, arranging social activities to bring people together for personal or business purpose.

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 A recommendation received from Agile Spirit's (currently 'Deutsch Group') CEO:



Haim Deutsch (CST, CSC)  · 1st

Reinventing Management Consulting. Founder & CEO at Deutsch Group

November 16, 2021, Haim managed Shahar directly

Shahar is a real team player with 24/7 availability and very fast responsiveness even at unusual hours. I never heard him complain about workload or unnecessary demands on my part, all with a smile and a nice welcome.

Shahar quickly got onboard, leading our rebranding process from the study stage up to the execution stage, including creative, logo, advertising material, etc....

As part of the rebranding process, Shahar led the entire project of building the site, setting up the design, managing the suppliers, creating content, until the completion of the process and the site in production. Shahar also created assets on social media, Company pages and groups on LinkedIn and Facebook, and Meetup.

As a business development manager and marketing manager, Shahar managed campaigns on LinkedIn, FB, Google. He organized very successful quarterly meetups at Google Campus and large yearly conferences at Microsoft.

In the field of marketing and sales, Shahar was very active in organizing (and filling) courses. He also managed customer files including writing proposals, sale negotiation and customer follow-up