

JOEL ROSENSTEIN

FIRST-RATE MARKETING MANAGEMENT
FOR B2B HIGH-TECH STARTUPS

054-672-0343 ■ jrose@tali.com

SUMMARY

Joel is a veteran high-tech marketing and product executive, with a focus on building startups in the B2B/enterprise/SaaS space. Joel has decades of experience managing marketing for, and providing marketing consulting to, dozens of companies in Israel and the US. Three times in his career, large US technology companies (specifically, Microsoft, Salesforce and Oracle) acquired startups at which he was serving as head of marketing. Joel is looking to leverage his extensive experience and expertise in the role of VP Marketing (or similar) at an Israeli high-tech startup, where he can help build the company's strategy, brand, presence, positioning, messaging, content and lead generation.

HIGHLIGHTS

- Wide range of **marketing management** skills, specializing in the **B2B, enterprise software and SaaS** fields
- Extensive experience researching, formulating, executing and managing **marketing and go-to market plans**
- Extensive experience producing **marketing communications** and **content marketing**
- Extensive experience managing successful **lead-gen operations**
- Extensive experience defining and market-optimizing **B2B software** products
- Extensive experience working closely with **technology development teams**
- Excellent **analytical and communication skills**, quick study, innovative problem-solver

EMPLOYMENT HISTORY

Vice President of Marketing Convizit, Tel Aviv

2020 – Present

Managed all marketing, messaging, content, branding and lead-gen activities for this early-stage B2B startup. Member of the company's management team. Heavily involved in product management. www.convizit.com

Freelance Marketing Consultant More than 30 clients served

2001 – 2020

Provided a wide range of marketing services to 30+ clients in the US and Israel: (1) Developed and executed comprehensive marketing plans. (2) Developed and produced marketing materials and content marketing: websites, brochures, datasheets, white papers, case studies, sales presentations, blog posts, marketing videos, ads, trade shows, etc. (3) Built and executed successful lead-gen campaigns via SEO, PPC/SEM, online advertising, PR, trade shows, etc. (4) Managed product strategy, functional requirements specifications, R&D-product-marketing coordination, technical documentation, etc. (5) Start-up company development, including market research, positioning strategy, business plan development, branding, corporate ID development and investor fundraising support. *See more details and client list at www.evoxe.com.*

Director of Marketing**2015 – 2016**Crosswise, Tel Aviv (acquired by Oracle, 2016)

Managed this B2B startup company's marketing functions, including market positioning, messaging, corporate branding, marcom material development (website, brochures, presentations, case studies, etc.), PR and advertising. Prepared investor/acquirer-facing materials. Crosswise was acquired by Oracle in May, 2016, while Joel was serving as Director of Marketing.

Director of Marketing**2011 – 2012**Leadspace, Hod Hasharon

Managed the company's B2B marketing functions, including strategic positioning, development of all marcom materials (website, video, brochures, sales presentations, etc.), website management, development of all customer-facing materials, lead qualification and product management. www.leadspace.com

Director of Marketing**2009 – 2011**Navajo Systems, Jerusalem (acquired by Salesforce.com, 2011)

Managed all marketing functions for this B2B technology company, from strategic positioning, corporate ID development, development of all marketing literature (website, datasheets, advertisements, white papers, etc.), website management and preparation for trade show exhibitions. Prepared investor/acquirer-facing materials. Navajo was acquired by Salesforce.com in 2011, while Joel was serving as Director of Marketing.

Director of Marketing**2006 – 2008**Zoomix, Jerusalem (acquired by Microsoft, 2008)

Managed all aspects of this B2B start-up's marketing efforts, including market research, competitor analysis, strategic development, product positioning, marketing plan formulation, creation and production of all marketing communication materials, advertising and execution of trade shows. Initiated and managed highly successful online lead-generation campaigns. Served on the company's management team. Worked closely with the CEO on development of the company's overall business plan and presentations to shareholders and investors. Zoomix was acquired by Microsoft in 2008, while Joel was serving as Director of Marketing.

Director of Internal Operations**2001 – 2002**DealTime, New York (acquired by eBay, 2005)

Developed systems to improve the effectiveness of interactions between software development, business development and management departments spread across offices in five countries ("process guru"). Managed the ongoing prioritization of R&D efforts based on business needs. Established a global corporate intranet which included near-realtime reporting of all important functional areas. DealTime became Shopping.com, later acquired by eBay. www.shopping.com

Director of Marketing**1999 – 2000**Zactus, New York

Led strategic development and marketing for a dot-com start-up. Defined specifications for the technological, content and community implementation teams based on market research and analysis conducted in-house and by external consultants. Developed partner relationships. Prepared the business plan and other investor-oriented materials. Participated in establishment of the New York office, including recruitment of key personnel.

Chief Investment Analyst 1998 – 2000
KenTech Ventures, Ramat Gan, Israel

Launched new high-tech startup companies. Analyzed the business and technological aspects of hundreds of start-up company proposals by meeting with entrepreneurs and conducting market research. Determined suitability of zero-stage seed investments in the Internet, enterprise software and data communications fields. Formulated strategies and created business plans. Developed the analysis methodology used by all company analysts.

General Manager 1996 – 1998
OppoSite Software, Israel

Established and managed a start-up company (funded by BOS – see below) active in the field of Web and intranet site content management software. Managed product design, marketing, sales, technology development and technical support. Negotiated and closed OEM agreements (both sales and purchases). Specialized in Web-based banner advertising and Internet “guerilla marketing.” Continued managing the operation after promotion to Vice President of Marketing of BOS in 1997.

Vice President of Marketing / Marketing Director 1993 – 1998
BOS – Better On-line Solutions, Ltd. (NASDAQ: BOSC), Israel

Managed four-person marketing department. Primary responsibilities included marketing strategy, international public relations, marketing communications, print advertising, Internet marketing, trade shows, product management, market research, competitive analysis and functional product design. BOS went public on the Nasdaq in 1996.

EDUCATION
Master of Science, Management

Boston University & Ben-Gurion University (joint Masters program), Israel

Bachelor of Arts, Economics

Rutgers University, Newark, New Jersey

ACADEMIC HONORS

- Graduated Masters of Science with **Highest Grade-Point Average of the class**, 1993
- Graduated Bachelor of Arts with **Highest Honors**, 1991
- Elected **Phi Beta Kappa**, 1991
- **Dean's List**, Rutgers University, every semester, 1988 – 1991
- Elected **Omicron Delta Epsilon** (International Honor Society in Economics), 1990
- New Jersey State **Distinguished Scholars Program**, Rutgers University, 1988

TECHNICAL BACKGROUND

Knowledgeable power user of Windows PCs, Microsoft Office, Google applications and the Internet. Experienced in HubSpot customization and management. Extensive hands-on experience in UX/UI design and application development for Windows, Web and Android. Knowledgeable in enterprise software, SaaS, Internet, networking, databases, cyber-security, AI and many other technologies and issues. Extensive experience rapidly learning and analyzing new technologies in a myriad of areas and applying their strategic relevance to the success of businesses.

PERSONAL DETAILS

Born in Israel, raised in New Jersey. Lived and worked in Israel 1992-2000, in the US 2000-2003, presently living and working in Israel continuously since December 2003. English mother-tongue, fluent in Hebrew. Married with children.

REFERENCES

Excellent references from senior executives (both American and Israeli) are available upon request.

“Joel served on Zoomix's management team as Director of Marketing. Joel's expertise has proved itself across the board. Joel's work consistently exhibits high productivity, quality, creativity and reliability. I can confidently recommend Joel as a first-rate marketing executive.”

– Amir Biran, CEO, Zoomix (acquired by Microsoft)

“Joel worked closely with me and my co-founders to translate our perspectives and vision into an effective market presence. He managed our corporate ID development, core messaging development, marcom material development and PR. Joel is a dedicated team player who exhibits great attention to detail and a focus on high-quality, efficient execution.”

– Steven Glanz, Co-founder and CEO, Crosswise (acquired by Oracle)

“Joel is someone you can always count on. His high-quality work consistently meets or exceeds expectations. Joel is thorough, asks the right questions, is a proactive communicator, and is a consummate professional.”

– Rebecca Campbell, Director, Corporate Communications, Oracle

“Joel has noteworthy skill in quickly grasping complex technological issues, analyzing their relevance and implications and then communicating them clearly in both internal strategy documents and external marketing documents. He is also a very competent project manager, combining speed, reliability and great attention to detail. Our startup has benefited much from having Joel on the team.”

– David Movshovitz, CTO, Navajo Systems (acquired by Salesforce)

“Joel is the kind of person you want next to you when you want things to go according to plan. Being a thorough person, a clear thinker and an excellent communicator, he can spot and solve potential issues up front, and by that save much time and deliver best possible service to clients.”

– Daniel Plotkin, Co-founder and CTO, Convizit

“Joel brings a tremendous amount of value across a wide range of marketing tasks. He was a key player in our product positioning, marketing communication and lead generation efforts. A smart and professional guy. Highly recommended.”

– Pini Yakuel, CEO, Mobius Solutions

“Joel brings to the table extensive experience in a wide range of marketing areas relevant to a high-tech startup. He is a sharp guy, works quickly and delivers high-quality work, with much attention to detail.”

– Elad Israeli, CEO, SiSense

“Joel worked closely with me in the areas of marketing strategy, marketing communications, software product management and software user experience design. His intelligence, wide-ranging abilities, professionalism and enthusiasm contributed significantly to growing our startup company from a small R&D team to a successful business with a rapidly-growing roster of happy customers in the US and Israel.”

– Amnon Mishor, Co-founder and CEO, Leadspace

“We've been working with Joel for over five years now, and we are grateful to have his services at our disposal. His reliability, professionalism and attention to detail are second to none. We have developed tremendous respect for his skills and insights. We would not hesitate to recommend Joel as a valuable marketing resource.”

– Marc Klar, VP Marketing, ADS Corp.