

**Personal Details:**

Name: **Daniel Najman**  
Telephone: **+972-54-5997917**  
E-Mail: [Daniel.Najman@Gmail.com](mailto: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 USD 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.
- **ElNet** – 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 USD 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 USD 250K to **USD 750K in 1 year.**
- Creating a **reliable USD 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 - USD 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 USD 1.2 to **USD 3.5M** in 1 year
- **Major achievement - TU-VES Chile Head-End Project - USD 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 Andalusia 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 (USD 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 - 2<sup>nd</sup> Mother Tongue | Potuguese – Good reading, basic speaking and writing**