

## PROFILE

- ❖ 17 Years experience in driving strategic marketing initiatives & global market access for the medical industry.
- ❖ I excel in building and presenting technological solutions that improve patients' quality of life and life expectancy, from POC to commercialization.
- ❖ My diverse experience extends to sales, business development, and product development in the Hi-tech and Biotech sectors.
- ❖ I bring extensive experience in European and Chinese markets, coupled with a profound understanding and involvement in product development to ensure an optimal user experience for both physicians and patients.

## KEY ACCOMPLISHMENTS

- ❖ Established the global marketing strategy for an Israeli dental implant company from the ground up, leading to its acquisition by Nobel Biocare, the world leader in dentistry, for a value of **\$95 m** within three years.
- ❖ Led the strategic market entry for the French market, for a life-saving digital remote monitoring product in the field of lung cancer, resulting in an **80%** implementation in oncology hospitals and, for the first time, securing funding from the French Ministry of Health.
- ❖ Achieved sales growth ranging from **50-70%**, In every market I operated.
- ❖ Managed the global sales distribution channels in 15 European countries in the aesthetic medicine field, leading to a 70% sales growth within a year.
- ❖ Managed and optimized sales and distribution management globally with around 50 local distributors in Europe and China.

## EXPERIENCE

### Chief Marketing Officer | Sivan innovation | 2018 – 2023

A Global Digital Health start-up, for the early detection of relapses and complications occurred during the follow-up process of cancer patients.

- ❖ Led the strategic penetration strategy of a life-saving product in the field of digital health for lung cancer patients in the French market, UK, Germany.
- ❖ **This effort resulted in the groundbreaking achievement of penetrating 80% of oncology hospitals in France and securing funding from the French Ministry of Health."**
- ❖ **Moovcare**, was the first in the digital health landscape, that successfully secured funding from the French Ministry of Health.  
[endorsement from President Macron](#) for the contribution to advancing healthcare in France.
- ❖ Achieved a remarkable 100% awareness among Oncology professional in France.
- ❖ I skilfully represented the company in press conferences and media interviews, leveraging targeted messaging to resonate within the specialized oncology community. (***My [Interview](#)***)"

### **Global Sales Director I LUMINERA I 2017 – 2018**

A global production company for aesthetic products, operation in 15 countries.

- ❖ Managed the company's global sales operation in 15 countries.
- ❖ Increased global sales by 70%.
- ❖ Led the recruitment process of 5 new distributors.
- ❖ Initiated and managed the penetration process to the Polish & French market.

### **Global Sales & Marketing Manager I OPTIMET (OPHIR OPTRONICS I 2014 – 2017**

A global company for Software & Hardware for the Dental industry

- ❖ Achieved a 30% increase in global sales.
- ❖ Managed the global distribution channel.
- ❖ Played a key role in building and establishing the company's brand identity.
- ❖ Efficiently managed all exhibitions and professional conferences worldwide.
- ❖ Pioneered the establishment of the Israeli Beta site in collaboration with dental laboratories.

### **Marketing Director I Ditron Dental I 2011 – 2014**

An Israeli manufacturer for the Automotive and Dental industry

**Established a business unit specializing in dental implants, with a focus on precision manufacturing for the automotive industry.**

- ❖ Formulated a strategic market penetration strategy for the European market.
- ❖ Implemented branding initiatives and constructed a comprehensive portfolio.
- ❖ Collaborated with oral and maxillofacial surgeons in Europe to develop new products.
- ❖ Successfully wrote and submitted funding applications to the Chief Scientist and the Ministry of Health, securing essential financial support for innovative projects.

### **Corporate Marketing Manager I Alpha-Bio Tec. I 2006-2010**

A global dental implant company, operating in 25 countries.

- ❖ Led a comprehensive transformation of the company's global marketing strategy operating in the dental implants industry, concluding in its strategic acquisition by Nobel Biocare, the global implant industry leader, valued at \$95 million within a swift three-year timeframe.
- ❖ Pioneered the establishment and strategic positioning of the marketing department, driving impactful brand development initiatives.

### **Education and Certifications**

1994 - 1998: Bachelor's degree in education, and a Teaching Certificate (Bed).

2008 - 2009: Marketing Management, Ramat Gan College

### **Languages:**

Hebrew, English, French

### **SKILLS**

Global Marketing, Business Strategy, Brand Performance, Coaching & Mentoring