

Alexander D. Rudnicki

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Nationality

Israeli
Argentinean

Objective

Assist companies in their business operations, from executive management position to board member, of high-tech companies.

Professional Experience

- 2022 - **EVP Sales &Marketing, Vigdu Technologies, Lod, Israel**
 Developer of Multi-String Optimizer for Solar PV Fields
 - Private Investor
 - Raised funds for the company
 - In charge of all business operations – from strategy to sales to account management to marketing
 - Launch new product - from GTM strategy to its marketing and sales implementation
 - Built and managed the channels' and resellers' network and the team of local sales managers around the territories
- 2020 - 2022 **Chief Revenue Officer, Assac Networks, Tel Aviv, Israel**
 Provides Endpoint Anti-Hacking and Anti-Tapping solution
 - Responsible for all business operations – from strategy to sales to account management and collection
 - Built and managed the channels' and resellers' network and the team of local sales managers around the territories
 - Established relationships with potential partners for B2B, B2G and Telecom providers to create sustainable funnel
 - Recruited and managed local agents in each market and for each market segment
- 2019 - 2020 **Director – Marketing and Sales, SK Group, Ramat Hasharon, Israel**
 Group of companies in the firearms and electro-optical sight systems markets
 - Principal representative of the group's companies in various countries in Europe and Latin America, such as UK, Netherlands, Colombia, Peru, amongst others.
 - Recruited and managed local agents in each market and for each market segment
 - Built relationships with potential partners for Government-to-Government and Transfer-of-Technology deals
- 2008 - 2019 **Founder, BD4HiTech, Ramat Gan, Israel**
 Specializes in sales and bizdev for companies in the Americas and Europe
 - Lead of sales and business development activities for Israeli innovative companies in the Americas, and Western Europe
 - Main customers include: Elbit Systems, Powtoon, K2View, MATI, VC companies, amongst others
 - Support all business-related operations, from defining business strategies, sales efforts, managed business channels as well as executed the full sales cycle, including:
 - Market Strategy
 - Successful sales from lead creation to PO for various solutions, among them SaaS/Cloud Services, value added mobile community services
 - Channel / Partner's management – from introduction to successful joint business wins, including companies like IBM, HP, Ericsson, Amdocs
- 2010 – 2016 **General Manager LatAm, Idomoo (Public Company), Hod Hasharon, Israel**
 Provides personalized videos
 - Performed all business operations in Latin America and strategic accounts in Europe
 - Built and managed the channels' and resellers' network and the team of local sales managers around the territories. Amongst them: Accenture, BT, Amdocs, Geometry, Ogilvy
 - Exceeded quota on an yearly basis
 - Won several prizes, including Global Telecom Award for Innovation in Customer Care

AVP Sales, TTI Telecom (part of a Public Group), Petach Tikva, Israel

Offers OSS solutions to Communication Service Providers.

- Management of TTI's largest account in Europe (France Telecom Group), including contract negotiation, relationship management, etc.
- Exceeded quota by over 130%
- Performed sales of additional products to France Telecom Group, at the global level
- Responsible for the establishment of relationships with global channels, such as Ericsson, Logica, Unisys, etc.

2003 - 2005

Regional VP Sales, Unipier, Netanya, Israel

Provides SDP components to cellular operators.

- Account management and sales responsibilities with cellular operators and ASPs. Sold to Tier 1 operators, such as Telefonica Moviles. Total sales of several \$millions
- Responsible for the creation of sales and leads through global channels. Established agreements with Ericsson, Comverse, HP, IBM, Accenture and other global system integrators to become part of their offerings
- Responsible for the entire business development process, approaching relevant companies, negotiations and contract preparation

2001 - 2003

Director - Business Development, Mobilitec, Haifa, Israel

Created dynamic content download platform for cellular operators.

- Account management and sales responsibilities with cellular operators and ASPs. Total sales of tens of \$millions. Among my customers, there were: Vodafone Global, various Vodafone Operating Companies (Italy, France, Spain, Greece, Ireland), Cellcom, and others
- Established cooperation agreements and sales with global system integrators, phone manufacturers, etc., such as HP, IBM, Siemens, Alcatel, Sony-Ericsson, CGEY
- Responsible for the preparation and implementation of the sales strategy and business development activities for Europe

1992 - 2001

Strategy Consultant, Various Employers, Israel

Develops m-commerce applications.

- Responsible for the entire business development process in specific markets
- Contact cellular operators, VARs, software integrators, ISPs and other companies in the industry
- Formulate the company strategy and business model in various markets, including continual evaluation of the competition and establishing the company's competitive advantage

Education

Rotterdam School of Management (Erasmus), The Netherlands

Master in Business Administration, specialized in International Management

Bar Ilan University, Israel

Bachelor of Arts in Economics and Computer Science

Extra Curricular Activities

Mentor, Israel

- Advisor and mentor to early startups' entrepreneurs

Lecturer, MATI Ra'anana, Ra'anana, Israel

- Lecture about International Marketing and Sales in the Entrepreneurship course

Mentor & Lecturer, Faculty of Management, Tel Aviv University, Israel

- Mentored groups in the GBS Program, including management and functional help
- Lectured on the subjects of Strategic Management and System Analysis

Language Proficiency

Hebrew - mother tongue

Spanish - mother tongue

English - mother tongue level

French - fair