

## B2B & B2B2C

### Business & Product Growth

Strategy | Planning | Analysis | Execution

Seasoned B2B & B2B2C Expert | Strategic, Tactical, Data Driven Decision-Making

Accountable | Consistent | Dependable | Effective Communication & Presentation | Complex Problem Solver

Team Leader | Independent Contributor | Trusted Executor - Make it Happen For All



Since 2006

Key Stakeholders Management - Cross Org C-suite, Clients, Channels, Partners, Investors

Key Markets & Verticals Management (Existing & Net New) | Net New Commercial Business Acquisition & Success

Net New Partnerships & Channels, M&A Acquisition & Success | Existing Accounts & Partnerships Retention & Expansion - Cross/Up-Sell Expert

C-Suite & Decision Maker(s) Marketing & Meetings | Outbound & Cold Calling Expert | Inbound Leads Acquisition & Conversion Expert

GTM & Marketing Management (Direct & Digital) | Field Sales, SDR & Markets Facing Management | Revenue & Budgets Management

Products & Services Management | Projects & Programs Management | Data & BI Analyses Management

Technologies & Integrations | Process Analyses & Improvements | Suppliers & Vendors Management

Contract Law & Negotiations | Risks Identification & Mitigation | Trade & Industry Events

High Personal Performance & Teams Performance Building | Reporting Management

### Languages | English, Native

Hebrew, Proficient

Spanish, Conversational

French, Conversational

### Passports | Canada

Portugal (EU)

Israel

### Passions | Exploring Nature & Nature Trips

Exploring World Foods & Wine

Social & Civic Causes Support

Animal Welfare & Rescue Support

Reading & Continuous Learning

Vintage, Antiques & Auctions

### Education



2015 | Certified Management Consultant Canada



1998 | Alternative Dispute | Mediation Resolution



1996 | Paralegal Diploma | 3.8 GPA, Honors



1995 | Vaughan Secondary School Diploma



2005 | SME Business & Accounting Management



2001 | Real Estate As A Sales Profession



1997 | Paid Articles | Highway Traffic Courts Service



1996 Articles | Immigration Law



2024 | Agile Project Management



2024 | Accounting & Finance Management



2024 | Advanced Business Analytics



2024 | PMP Certification



2023 | Digital Marketing



2023 | Business Analytics



2023 | Project Planning: Putting It All Together



2023 | Decision Making with Data

### Experience

#### Reign B2B | Client Business & Markets Strategy Execution Lead | April 2006 – Current

Reign B2B is full cycle and service strategic business go to market, marketing, business development and revenue operations strategy and execution excellence management services firm. Delivering interim and permanent cross org c-suite and downline management functions proven help stakeholders to consistently meet and drastically improve time to existing business and target new business markets acquisition, retention and expansion plans and KPIs. As a key business partner to commercially focused companies and/or consumer focused businesses interested to launch commercial unit, Reign B2Bs range of industry and geography agnostic business markets solutions services are strategic and tactical planning through execution and cover:

- C-Level | Acting/Formal CEO | Co-CEO | CBDO | CRO | CSMO | CMO | CDO | CIO | CSO | CCO | CPO | CFO | Board Member/Observer
- Business | Strategy | Planning | Projects Management | Programs Management | Optimization
- GTM | Head of Sales/Field Marketing Strategy & Enablement
- Marketing (Enterprise, SME, SMB) | Direct Marketing Manager | Digital Marketing Manager | Lead Generation | Demand Generation
- Business Development | Head of BD | Head of Partnerships | Account Vertical Executive/Director | AE Team Lead | Market Lead
- Product | Product Manager | Product Owner | Product Lead
- Analyst | Strategy, Systems & Data, Process, GTM, Sales, Marketing, Revenue, Product, HR & People

- Operations Management | Business I Direct Sales I Indirect Sales I Direct Marketing I Indirect Marketing I Product I Revenue I HR & Talent Acquisition I Data & Analysis Technologies I Finance Budgets & Profitability Controls I Investors & Capital Raise I M&A I Trade & Events I Coaching & Training I Managing Partner I Managing Director



נשלח באמצעות זיהוי

#### CRM, Finance & Accounting



#### Insurance & Banking



#### Real Estate & Construction



#### Food, Beverage & Events



#### Travel & Hospitality



#### Transportation, Chain & Logistics



#### Cyber & Defense (B2B)



#### Automotive & Aviation



#### Communications, Media, Telcom & Call Centre



#### Data, Datacentre, Voice, AI, Privacy



#### BPO, HR & R&D



#### Legal



#### Advertising & Consulting



#### Business AI Digital & IT Services



#### Mining



#### Consumer Products



#### Health



#### Non Profit & Fundraising



& more

## Tech Stack

### Business, Revenue, Finance & Data



### Data & Analyses Systems



### References Available

