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**Summary:**

- Goal-oriented, self-motivated, independent, Sales Executive with strong interpersonal skills
- Proven experience building International Sales, Marketing and BD teams (US, EMEA & APAC)
- Proficient in SAAS & On-Prem Solutions and Systems sales in wide range of Market Sectors, including Seaports, Airports, Critical Facilities, Financial/Government Institutes, and more
- Multi-discipline expertise in Remote-sensing , Automation, Video/Speech Analytics, and ICT
- Demonstrated success in motivating S&M teams in a high-growth environment
- Dynamic, high aptitude, results oriented, can-do player

## **Professional Experience**

**CERTUS Automation – Automation Solutions Provider – Sales Executive 2019-Current**

- Generated leads, new sales and developed customer relationships in EMEA & APAC
- Identified and appointed Partners & Agents in the territory
- Expanded business, products and solutions offering to Multi-modal markets
- Executed in line with the company strategic sales & marketing plans

**Anyvision/Oosto – Leading AI Recognition Platform – Biz-Dev Director 2018-2019**

- Identified and appointed Business Partners, Resellers and Agents in the APAC territory
- Generated first sales and developed customer relationships
- On-boarded new local hires in the region and transitioned the market lead

**Fluence – Industrial Smart Solutions – International Sales Director 2017-2018**

- Built EU multinational customer base, generated profitable revenue opportunities
- Established Asia sales-generating channels program and developed new markets (EMEA & APAC)
- Appointing local partners, agents and established consulting companies' relationships
- Increased market share and revenues through market intelligence and analysis

**Xsight Systems – Safe Efficient Sensor Solutions – VP Sales & Marketing 2011-2016**

- Established the customer base and generated revenue while improving profitability
- Developed and executed the company strategic sales & marketing plans
- Built and directed the marketing, sales and BD organization (team and budget)
- Established a sales-generating global channel/partner program (APAC, Americas, ROW)
- Increased revenue and market solutions through market intelligence and analysis
- Senior Management Member executing to company and board-of-directors' initiatives

**HTS – Advanced Image Processing Products – VP Sales & Marketing 2003-2010**

- Developed and executed the company strategic sales & marketing plan
- Directed and managed a global marketing & sales organization (Israel, US & EU presence) and channel partners in the ROW (Asia, Australia, Americas & Africa)
- Expanded business, products and solutions offering through market research/analysis
- Increased sales revenue 6 folds to \$10+M while improving sales profitability
- Continuously developed & expanded company global distribution and partners channels
- Senior Management Member contributing to key company initiatives

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- Capital venturing with the President & CEO (raised \$3M+ capital)

**Converse/XURA (Boston, MA) - Sr. Marketing Program Director                    2000-2003**

Managed a program team, from project inception to the implementation of a US nationwide AT&T Wireless (AWS) Voice Activated Dialing service for 20M+ subscribers.

- Developed the Marketing Program to meet AWS VAD service requirements
- Managed senior executive CXO-level customer relationship (both AWS & Converse)
- Defined the product/solution technical System Requirements Specifications
- Release Planned system specifications to meet service operation timeline
- Managed Integration of VAD service with the customer Billing and CRM systems
- Handed-over an operational system to AWS, enabling timely subscribers service launch

**Phonetic Systems/Nuance (Boston, MA) - Professional Services Director 1998-2000**

Established and managed a start-up technical operations services (pre-sale & post-sale)

- Managed Distributors/VARs/OEMs technical needs, driving Fortune 500 market sales
- Conducted demonstrations and presentations in exhibitions and user forums
- Managed projects from pre-sale to the successful post-sale deployment
- Responded to RFI/RFQ/RFPs and Mentored Sales-engineers
- Analyzed system performance data, tuned and improved system configuration
- Providing market and field input and participated in defining product roadmap.
- Primary liaison of the Boston S&M office and the Israeli R&D and PM organizations

**Eldor Computers - Sales & Marketing Director    1995-1997**

Directed sales, marketing and sales-engineering activities of the data-com division

**Netcom (Cisco Israel) – Hi-Tech Sector Account Manager                            1993-1995**

Lead Hi-Tech sales and provided companywide pre-sales to a team of five sales managers

**Eldor Computers – Government Account Manager                                    1992-1993**

Sold Data/Voice/Videoconferencing and Internetworking solutions

**Military Service : Israel Intelligence Corps – Unit 8200 ICT Director                    1986-1991**

Directed and managed the information/communication technology division of engineering and professional services, developing, implementing, and supporting leading-edge information security technology solutions in data, voice and video networks in the military unit.

- Developed, implemented, and supported both data voice and video applications
- Recruited, trained and deployed an nationwide organization with over 15 engineers
- Devised and implemented plans to increase proficiency of engineers and technicians
- Lead the development of engineering teams, conducted training and annual reviews

**Education :**

**Technion IIT (Haifa, Israel) – Electronic Engineering (B.Sc.) – Israel**

**Boston University (Boston, MA) – Marketing Program Management – USA**

**Languages:** Hebrew & English - mother tongue level, fluent in speaking, reading and writing

**References:** Furnished upon request