



# Eddie Sheinfeld

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## CAREER PROFILE

An accomplished, results-oriented senior professional manager with a proven track record of growing business and leveraging business with new & existing customers, by maximizing financial results – Booking, Revenue, Ebit.

Vast experience in IT Commercials & Contractual negotiations, in various positions in the telecommunications, Cloud & software industries, leading global sales & Business.

Long term Experience in Security Services / Military Organizations

## KEY SKILLS AND STRENGTHS

**Professional/Management:** Team management / Operations experience and expertise with cross-organizational projects starting from Business development, RFI to successful execution & implementation / Managing high level escalations / Negotiation and procurement skills / Budget management - P&L, Capex and Opex with cost Optimization/ KPI/SLA definition/ Contract management and Result driven Commercial negotiation leveraging Legal & Business Experience / Business growth.

**Communication:** Advanced communication skills (written and oral), Senior stakeholder engagement Customer facing engagement, negotiations and influencing business retention, Collaboration and team working.

**LANGUAGES** Hebrew (native), Russian (native), English (excellent)

## CAREER EXPERIENCE

### **2022 – Current • Senior Account executive • Cloudzone**

Account Executive for Enterprise & Gov. customers in Israel. Leading business development, sales activities & overall responsibility for the relationship with the customers. Partnering with main cloud vendors (AWS, GCP, Azure) in building value proposition for new logos, and existing customers.

### **2015 – 2022 • Customer Business executive & Head of Maintenance sales • Amdocs**

Customer business executive for ~ 25 customers spread globally, leading end to end business development, sales activities & overall responsibility for the relationship with the customers.

Managing the booking, revenue & collection, while hunting for new opportunities, building relationship with potential customers, Leading RFI & RFP processes with new & existing customers, to maximize YoY revenue & EBIT.

Maintaining regular relationship with all Customer levels – management (VP), sourcing, technical and financial departments. In charge of the Maintenance services sales globally (annual sales volume of ~ 80M USD)

### **Primary responsibilities:**

- Manage team of Sales & Maintenance services sales directors (Targeting, measuring ongoing achievements, annual compensation etc.)
- Manage and maintain customer's service contracts, tender submission of all service aspects.
- Strategic planning & fulfilment of sales plans (Growth pillars, Business development, sales activities)
- Business Development - Enhance and develop advanced services portfolio for maximizing revenues.
- Responsibility for overall financial account planning (Booking, Revenue, Collection)
- Escalation management with the customer and internal stake holder



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## **2012 – 2015 • Professional Services sales Manager • Comverse**

In charge of the services sales for Russia, Ukraine, CIS, Balkans, and Scandinavia, for Tier 1 operators. annual sales volume of ~ 30M USD.

Exclusively managing all Commercial (Costs/Revenues, P&L, performance, Liquidated damages, collection) and Contractual aspects of the Maintenance & support, with existing and future clientele.

## ***Earlier work experience:***

- **Contracts and Technological Procurement Manager • Bank Leumi**
- **Contracts and project manager • VocalTec communications**
- **Lawyer in the civil and commercial fields • Horowitz and Partners, Law Office**
- **Senior data collection officer • General Security Services (Prime Minister's office)**

## **EDUCATION**

**Lawyer, member of the Israel BAR association since 2006**

**Member of the International Association for Contract & Commercial Management (IACCM)**

**2005 • L.L.B. Law • Academic Center for Business & Law, Ramat Gan**

**2000 • B.A in Political Science and International Relations • Open UNI, Tel Aviv**

## **MILITARY SERVICE**

**Intelligence officer, at the rank of lieutenant in the Intelligence corps.**

**In charge of Security diagnostic and sorting of candidates for classified roles in the I.D.F.**

- **Managing 40 officers and soldiers.**
- **In 1995 - Awarded as an Outstanding Officer in the field security department.**

## **VOLUNTARY SERVICE**

**"S.Y.L." voluntary legal organization granting consults to the citizenry in various aspects of the law.**