

## CONTACT



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Tel Aviv, Israel

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## SKILLS

- AWS, Azure, Google Cloud
- Supervised & Unsupervised Machine Learning (ML)
- Deep Learning & Neural Networks (AI)
- Data Preprocessing & Engineering
- Python (Pandas, Sklearn, Statsmodel, Tensorflow)
- SQL & NoSQL
- Docker & Kubernetes (K8)
- MEDDPIC
- Power BI
- Microsoft Office (Excel, Word, PowerPoint)
- Salesforce & HubSpot

## EDUCATION/CERTIFICATIONS

**Master's Degree (MBA) Data Science & Analytics**  
UNIVERSITY OF SÃO PAULO (USP) | 2024

**Bachelor's Degree Business Management**  
UNIFAAT | 2014

**Certification:** AWS Cloud Practitioner

## LANGUAGES

- Native English
- Native Portuguese
- Fluent Spanish

## KEY ACCOUNTS

- Shell Energy - Energy Supplier
- AT&T - Telecommunications
- PayPal - Payment Platform
- BBC - Media Group
- Financial Times - Media Group
- AstraZeneca - Pharmaceuticals
- Bayer - Pharmaceuticals
- Allianz Group - Financial Services and Insurance
- Sberbank - Banking and Financial Services
- ESI Media - Media Group
- FNZ Group - Financial Services and Insurance
- Arch Insurance - Financial Services and Insurance
- Trainline - Public Transportation
- NEXT - E-Commerce
- Waters Corp - Healthcare
- Aramex - Logistics and Supply Chain
- Bundesdruckerei - Government and Public Sector
- Danish Ministry of Foreign Affairs - Government and Public Sector
- Oxa - Autonomous Vehicle Technology

# ERIK WIPPEL

**Results-driven professional** with an MBA in Data Science & Analytics from the prestigious University of São Paulo (USP), complemented by AWS Certification. With over 8 years of comprehensive experience in the management of B2B, B2G, SaaS, IaaS, PaaS, IoT, Cloud, and on-premises solutions across diverse industry landscapes. Furthermore, possess a demonstrated success in navigating the challenges of both start-ups and enterprise organizations, with a proven track record in private and publicly traded sectors. Additionally, adept at leveraging a unique blend of cultural insights as a native speaker of both English and Portuguese, born in Brazil and raised in the US. Exceptional communication skills contribute to effective collaboration and engagement across international boundaries.

## PROFESSIONAL EXPERIENCE

**Enterprise Account Executive & Customer Success** | JFrog (NASDAQ: FROG) | Israel | 2022 - 2023

- Spearheaded the renewal and expansion efforts for a \$3M portfolio, cultivating enduring relationships with DevOps and SecOps professionals from Fortune 500 companies. Prioritized building strategic alliances for sustained long-term success.
- Orchestrated end-to-end management of pre-sales, post-sales, and proof-of-concept (POC) cycles for key decision-makers such as Heads of DevOps, CIOs, CISOs, CTOs, CPOs, legal, compliance, and procurement stakeholders.
- Innovatively developed Python scripts capable of parsing millions of lines in data log files. This scripting initiative played a pivotal role in implementing best practices and offering a data-driven, scientific approach to meet customer requirements.

**Partnership Growth Manager** | Whatify.ai | Herzliya, Israel | 2020 - 2022

- Elevated partnerships from a limited number to a diverse array of qualified and supportive businesses, fortifying the foundation of our predictive modeling platform.
- Conducted thorough analysis of potential design partners' data to ensure compatibility and alignment with our platform's capabilities.
- Played a pivotal role in formulating the quarterly business plan, providing essential research to optimize and fine-tune models, contributing to the continuous enhancement of the company's predictive analytics capabilities.

**Account Manager** | CNVRG.io (acquired by Intel) | Tel Aviv, Israel | 2019

- Targeted and successfully engaged data science professionals, guiding them through multiple testing stages to demonstrate the value and effectiveness of the CNVRG.io platform.
- Tailored approaches based on clients' unique technologies, data structures, packages, environments, and algorithms, ensuring a personalized and effective engagement.
- Orchestrated introductions, demos, tradeshow, POCs, and commercial negotiations, resulting in the acquisition of new clients and successful partnerships.

**Account Manager** | Appsee (acquired by ServiceNow) | Tel Aviv, Israel | 2018

- Executed varied SDK implementations tailored to the client's mobile app specifications, showcasing a deep understanding of coding languages such as Java, Swift, Ionic, React, and Unity.
- Conducted webinars and meticulously researched clients to tailor demos, use-cases, and POCs, aligning the presentation with clients' specific DevOps and BI needs.
- Contributed to post-sale satisfaction by ensuring seamless integration of Appsee's solutions into clients' existing workflows and technologies.

## ACADEMIC EXPERIENCE

**MBA Thesis - Cloud Gaming Latency Analysis:** Conducted in-depth studies utilizing real-world data to identify key features impacting latency in cloud gaming. Applied feature engineering to unstructured datasets. Developed supervised, multiple regression, and ensemble models using tools such as SageMaker, Python (Pandas, scikit-learn, Statsmodel, Seaborn), and JSON.

**NOS SGPS (NASDAQ:ZONNF) - Targeted Advertising Efficiency:** Enhanced targeted advertising efficiency through the implementation of Deep Learning techniques. Preprocessed large Salesforce datasets, addressing null and incorrect entries. Executed churn prediction models to optimize advertising costs. Utilized tools including Jupyter, Tensorflow, RDS (PostgreSQL), Apache Spark, and Apache Hadoop.

**Skyscanner Ltd - Elastic Kubernetes Deployment:** Engineered a Flask REST app for Elastic Kubernetes Deployment aimed at load balancing. Created and deployed Docker images interacting with MongoDB on AWS EKS. Proficient in Docker, ECR, EC2, EKS, and CloudShell.