

Experienced sales executive with a proven track record of enterprise sales strategic partnerships. Head of the company's sales in Israel of complex technological software and SaaS solutions. With 7 years in sales, marketing, strategic management, and project management, in addition to 10 years of expertise in content development, creative and research.

Experience

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| 2022-present | Head of Sales, "GIV Solutions" <ul style="list-style-type: none"> Responsible for sales and managing end-to-end sales processes at GIV Solutions and entrusted with the company's main product - an international Management Information Systems for multi-infrastructure organization. As head of the company sales, proven track record of complex sales in various industries. Leading the sales strategy for an international technological product including system interfaces and integrations with control systems and IOT systems. Experience selling cloud-based solutions – On private and Public cloud deployments such as Azure and AWS. Leading a solution for multi-infrastructure organizations through the world's leading information management system. Managing tenders in the company, leading negotiations, formulating strategies, and leading meetings in various industries such as the medical industry, transportation, manufacturing and Smart cities. |
| 2017 - 2022 | Head of Sales & Project Management, "Woop Media", Herzliya Studios <ul style="list-style-type: none"> Leading, Defining and building sales and content strategies with leading companies in the market through media collaboration. Responsible for raising capital for commercial content projects including complex sales negotiating with decision makers in different industries (high tech, Cyber, Real Estate and more). Active part of the Business Development team, forming annual strategic plans and projects. Experience on combining a wide marketing strategy through content and emphasis on sales and branding client's goals, through maximizing profit and result. Building Client's marketing strategy and brand's advertising through media content. |
| 2008-2017 | Head of Research & Content, Several Projects <ul style="list-style-type: none"> Led the international research team at "TV Format Funds" - lead hundreds of in-depth researches on people, stories and more. Projects research & analysis at "Buzzilla" - content analysis and research for companies and brands in various fields. Content specialization – defining and implementing creative strategy and content for numerous TV shows: "X Factor", "Survivor", "The Amazing Race", "The Voice" and many more. Content producer and Team management with 9 years of experience in various TV shows: X Factor, Survivor, The Voice, Girls and Boys, Golden Cage, Top Chef, Entertainment news and more. Research and article writing for "Tochnit Chisachon", channel 22 news. |
| 2010-2011 | Head of P.R & Spokesman, Israel's Sports Channel <ul style="list-style-type: none"> Led & Managed Israel's sports channel's public relations and spokesman office. Direct communications with Israel's leading media groups and journalists. Article editing & Brief writing |

Education

The Interdisciplinary Center Herzliya, Sammy Ofer School of Communications
B.A in Communications 2007-2011

- Graduated with honors.

Skills

- Pragmatic & Results oriented
- communication and interpersonal skills
- Creative and Hard worker
- Customer service-oriented
- Great verbal and written communication skills
- English Speaker