



Eddie Sheinfeld

Telephone: +972 54-5538530 email: eddie.sheinfeld@gmail.com

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.