



# Stuart Steinberg

## Sales and Marketing Expert

Date of Aliyah: 29/08/2010



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Bareket 90 Shaarei Tikvah,  
Israel 44810



### CAREER GOALS

Having over 20 years sales experience in sales to the North American Market, my interest is in finding a sales position that will enable me to best utilize my expert sales ability, native English communication skills and fluent Hebrew.



### EXPERIENCE

**B.H. Direct Response Inc. (USA and Israel)**

2002- Present

#### Director of Business Development

- In charge of the acquisition of new clients by submitting detailed proposals to prospects via Powerpoint, email correspondence and conference calls
- Maintained and managed the existing client base. Involved in strategy planning and worked with company's salesforce to execute those plans.
- Increased new client base by 60% & profits by 55%.

**Pardes Institute (Jerusalem)**

1998-2001

#### Director of Outreach and Marketing

- Planned and coordinated courses for English speaking college and post graduate students.
- Responsibilities included recruitment, maintaining budgets, advertising, and public relations.

**Rutter Group**

1997-1998

#### Telemarketing Sales

Sales of legal books and software to lawyers and law libraries in the United States.



### EDUCATION

**University**

1993-1996

California State University at Northridge

Bachelor of Arts