

INTERNATIONAL C-SUITE & BOARD MEMBER BUSINESS DEVELOPMENT EXECUTIVE *Expertise in International Business Travel/Retail/Fashion/Lifestyle Brands/Fashion & Retail Technology*

Results focused International Business Development Executive Consultant with a proven ability to identify and capitalize on international market opportunities to open and penetrate new markets, drive revenues and deliver strong bottom-line profit growth. Proven ability to "think outside the box" to conceive and launch new product offerings to expand market presence in highly competitive industry. Excels in building and managing strong business relationships and strategic alliances to create mutually beneficial business opportunities.

—Key Areas of Expertise & Leadership—

C Level ~ Fashion Technologies ~ SaaS ~ Strategic Market Planning ~ Business Development ~ Licensing ~ SaaS ~ New Product LaunchSales & Marketing ~ Multi-Cultural Negotiations ~ Strategic Alliances & Key Business Partnerships ~ Brand Awareness ~ Travel Retail & Duty Free Business ~ M&A ~ JV ~ Market Research & Analysis ~ Cross-Cultural Team Building & Leadership ~ P&L Management ~ Business Architecture ~ Board Level Experience ~ Public/Listed companies experience.

PROFESSIONAL EXPERIENCE

PROFESSIONAL DEVELOPMENT (Netanya, Israel) • July 2023 - Up To Date

Studying/Researching/Taking On-Line Courses on:
Retail-Fashion-Fin-Tex Technology fields. Covering areas such as: Artificial Intelligence, Generative Artificial Intelligence, Fin-Tech Solutions, Data Analysis & Management, Textile Technologies for greener and sustainable-circular production (from raw material to finished garments), 3D-Printing applications-solutions for Fashion & Deco.

NAIZFIT - NAIZ BESPOKE TECHNOLOGIES SL (Bilbao, Spain) • October 2022 - May 2023 **Board Member**

Board of Director of NAIZFIT as part of the acquisition performed by MYSIZE Inc.

MYSIZE INC. - MYSIZE DO BRASIL LTDA. INC. (NASDAQ: MYSZ, TASE: MYSZS) (São Paulo, BRAZIL) • August 2022 - May 2023 **Board Member**

Chairman of The Board of Director of MYSIZE Brazil operation, a Join Venture with SANTISTA S.A.

MYSIZE INC. (NASDAQ: MYSZ, TASE: MYSZS)

(Airport City, ISRAEL) • February 2022 - May 2023

Chief Commercial Officer

Member of senior ‘C Level’ leadership team.

- Oversees all aspects of the company's global sales, strategies and plans in liaison with CEO.
- Ownership of the customer and the customer interface with company's products and services offering, making sure that all functions of the organization are aligned to meet its strategic commercial objectives in a global scale.
- In charge of all facets of the commercial side to develop and execute strategic initiatives across multiple disciplines and layered stakeholders.
- Responsible for overseeing the objectives and implementation of all commercial strategies.
- Lead the definition of policies followed by the company on a global commercial level to make sure they fulfill the business's annual budgets.
- Share responsibility in preparation of sales plans, marketing, profit and loss estimations and budgets, using market demand, corporate goals and historical figures.
- Responsible for developing and implementing objectives and goals and set the expected performance standards for the workforce.
- Analysis of activity within the company's industry (peers and competitors) to develop the best and most effective business plans and establish realistic and meaningful KPIs.
- Provide financial and revenue support to the rest of the company's team of executives.=
- Management the commercial and sales team while being heavily involved in the motivation, drive and development of new talent within the organization.
- Identification, Recommendation, Implementation for M&A and JVs.

7 FOR ALL MANKIND - 7 FOR ALL MANKIND BRASIL IMPORTAÇÃO, COMÉRCIO, E DISTRIBUÇÃO S.A.
(São Paulo, BRAZIL) - September 2019 – November 2020

Board Member

Board member of 7 For All Mankind Brazil operation, one of the 3 corporate board members.

7 FOR ALL MANKIND - SEVEN FOR ALL MANKIND INTERNATIONAL SAGL
A DELTA GALIL INDUSTRIES LTD. COMPANY.

(Mendrisio, SWITZERLAND / Montevideo, URUGUAY) • June 2017 – November 2020
\$350M + Apparel Corporation

Director | Latin America & Caribbean

In charge to oversee and build 7 For All Mankind brand business expansion and operations across Latin America & Caribbean region.

In conjunction with 7 For All Mankind International SAGL senior management in Mendrisio HQ, manage to acquire, develop, coordinate, and elevate long-term business with strategic partners across the region.

- Responsible for identification, revision, recommendation, and integration of business models for each specific region under licensing, Joint Ventures and other business models covering all channels (retail, wholesale, travel retail, and e-commerce) to be established across Latin America & Caribbean.

REPLAY - FASHION BOX SPA

(Asolo (TV), ITALY / Montevideo, URUGUAY) • May 2016 – June 2017.

\$350M + Apparel Corporation

Chief Business Development Officer | Latin America & Asia Pacific

Reporting to CEO in Italy.

In charge of business developments and operations expansion-control in Latin America-Caribbean and North East Asia regions.

- Elaboration of business development plans, design and implementation processes to support business growth, through customer and market definition.
- Driving prospects through to contract award (including identifying new customers and markets, developing approaches to the market, identifying prospects, proposal preparation, etc.)
- Identification, design, development and implementation of market-driven plans and services to achieve the company's mission
- Identification of potential strategic partners, alliances and relationships to expand core product lines or bring new product lines to the organization
- Review of business development performance with HQs senior teams.
- Creation of knowledge transfer philosophy for both internal and external clients.

REPLAY - FASHION BOX SPA

(Asolo (TV), ITALY / Montevideo, URUGUAY) • September 2015 – May 2016.

\$350M + Apparel Corporation

Managing Director | Latin America & Caribbean

Reporting to CEO in Italy.

Hired to oversee and build REPLAY brands business expansion and operations across Latin America & Caribbean region.

- In conjunction with REPLAY's senior management in Asolo HQ, manage to acquire, develop, coordinate, and elevate long-term business with strategic partners across the region.
- Responsible for identification, revision, recommendation, and integration of business models for each specific region under licensing, Joint Ventures and other business models to be established across Latin America & Caribbean

AUTHENTIC BRANDS GROUP LLC

(New York, US / Montevideo, URUGUAY) • April 2015 - September 2015

\$22.0B Licensing and Brand Development Group

Managing Director | Latin America & Caribbean

Reporting to CEO and SVP of International Business Development in New York.

Hired to oversee and build ABG's operations, and brand's portfolio management across Latin America & Caribbean region.

In conjunction with ABG's management in New York HQ, manage to acquire, develop, coordinate, and elevate long-term business with strategic partners across the region.

Liaison with ABG's VP of departments, Brand Manager, and Marketing teams to support business needs.

Responsible for identification, revision, and process integration for M&A acquisitions across LAC region

FLEMINGO INTERNATIONAL LTD.
(Dubai, UAE / Montevideo, URUGUAY) • June 2014 – October 2014
\$500M *International Travel Retail Operator*
Chief Operating Officer | Latin America & Caribbean

Reporting to Executive Committee in Dubai.

Hired to lead continental operations coordinating all aspects of Flemingo International LatAm & Caribbean existing business across the regions.

- Manage cross-functional teams (Controller, Business Development, Category Managers, Marketing Managers, Retail Managers, IT/IS Managers) from Headquarters with direct reports across Financial; Business Development; Sales; Marketing-Merchandising-Visual; Retail; Product Buying; and Customer Service functions.
- Identify new business opportunities in the Travel Retail fields (direct retail developments at airports, border towns, cruises, and resorts); to elevate Flemingo International exposure-presence across the regions.
- Forge strategic business partnerships, joint ventures, and acquisitions in Latin America and Caribbean.
- Forge strategic business relations with multinational corporations from a supply point to leverage synergies and strategic partnership towards projects in the regions.
- Responsible for defining and implementing the commercial strategy for LatAm and Caribbean regions, as well as overseeing the travel retail, and wholesale businesses in the territory for 8 lines of Travel Retail business.
- P&L responsible for the regions, countries, line of business (8).

CALVIN KLEIN (PVH, Corp. - NYSE: PVH)

Dec 2010 – Feb 2014.

\$10.0B + *Apparel Corporation*

Calvin Klein - Southern Hemisphere Director / Travel Retail Director | LatAm

Lead regional operations coordinating all aspects of Calvin Klein (Apparel, Underwear, Accessories) business in the territory.

Manage cross-functional teams in each country direct reports across Financial; Business Development; Sales; Marketing-Merchandising-Visual; Retail; Product Buying; and Customer Service functions.

Identify new business opportunities in the wholesale and retail fields (direct retail developments); elevate brand awareness; and forge strategic business partnerships, and acquisitions in LATAM.

Responsible for defining and implementing the commercial strategy for Southern Hemisphere, as well as overseeing the retail, travel retail, and wholesale businesses in the territory for: Calvin Klein Jeans, CKJ Accessories, ck, ck Accessories, Calvin Klein Kids, Calvin Klein Underwear, and Calvin Klein Swimwear.

- Expanded operations in active markets.
- Expanded operations into new markets.
- Devised location-specific business models and oversaw brand expansion into the assigned territory generating targeted brand repositioning.
- Developed operational reconversion processes (maintaining corporation's compliances and policies) in certain markets to align corporation's interests and market's realities.
- Generated a new liaisons between LATAM and EUROPE/ASIA for global strategies.
- Management of + \$50M/year budget.

GIVENCHY - LATIN AMERICA.
 (Panama City, Panama) • Jul 2010 – Nov 2010
Business Director – Latin America & Caribbean

Hired to lead and develop the commercial department coordinating all aspects of GIVENCHY's business in the territory.

Manage cross-functional team across Business Development; Marketing-Merchandising-Visual, Retail; Product Buying; and Customer Service functions. Identify new business and retail opportunities (franchising developments); elevate brand awareness; and forge strategic business partnerships.

- Expanded operations into new markets.
- Devised location-specific business models and oversaw brand expansion into LATAM generating targeted brand positioning.
- Direction for product development according to LATAM reality and needs by region and country.
- Developed a franchising business model to be executed in all regions.

NAUTICA - LATIN AMERICA.
 (Panama City, Panama) • Jan 2010 – June 2010.
Commercial Director – Latin America & Caribbean

Hired to lead and develop the commercial department coordinating all aspects of NAUTICA's business in the territory.

Manage cross-functional team of five direct reports across Business Development; Sales; Marketing-Merchandising-Visual, Retail; Product Buying; and Customer Service functions. Identify new business and retail opportunities (franchising and/or direct retail developments); elevate brand awareness; and forge strategic business partnerships.

- Expanded operations into new markets.
- Devised location-specific business models and oversaw brand expansion into LATAM & Caribbean generating targeted brand repositioning.

MODEXTIL, INC.—REPORT COLLECTION
 (Montréal, Quebec, Canada) • 2004 to 2009
\$50M+ men's clothing company
Vice President, International Business Development

Initially hired to open and develop Latin American markets; subsequently re-hired to develop global business. Manage cross-functional team of five direct reports across Marketing, Communications, Product Development and Customer Service functions. Identify new business and licensing opportunities; elevate brand awareness; and forge strategic business partnerships.

- Expanded operations into new markets including Mexico, Central America, South East Asia, and Japan; with projected 2009 openings in the Middle East, and Taiwan. Results include
 - Mexico — opened in 2005 with \$1.6M reaching \$2.5M in 2008, an increase of 18-24% annually
 - South East Asia — closed licensing contracts generating \$4.5M over next 3 years.
 - Japan - closed distribution agreements that allowed the brand to be positioned at the best points of sales across Japan.
- Devised location-specific business models for Asian market and oversaw brand expansion into South East Asia (Thailand; Singapore and Malaysia, with Vietnam and Indonesia projected 2009-2010), generating targeted brand recognition and revenues within first 6-8 months.
- Expanded sales 35% despite economic downturn in Europe and US.
- Closed licensing agreements for tailored clothing in Mexico, underwear in US & Canada, small leather goods, hosiery and headwear in US & Canada and sportswear in Thailand that generated immediate royalty revenues.
- Negotiated distribution agreements in Asian markets, including Japan, Singapore and Malaysia, with projected incremental revenues of ~\$11M–15M over the next 3 years.

ANDREW KOENING, INTERNATIONAL, INC,
(Montreal, Quebec, Canada) • Feb. 2003 to Nov. 2004

\$18M international textile agency with operations in Montreal, Toronto, New York and Los Angeles
General Manager

Charged with executing turnaround of underperforming operation (due to unfavorable exchange rate of €) that distributed Italian products in North America, developing new business, establishing new suppliers, and expanding market penetration.

- Launched new operating division to source, develop and manufacture finished products in Latin America, Eastern Europe and Asia; that revived company operations and generated sales with higher profit margins.
- Opened 4 large Canadian and 2 large US accounts and expanded existing accounts, generating \$11.5M in US and Canadian sales with profits of 40-55%.
- Revitalized dormant accounts through new service offerings.

HISUD S.A—HILANDERIAS SUDAMERICANAS.

(Montevideo, Uruguay) • Sept. 2000 to Jan. 2003

\$11M local producer and distributor of worsted and wool blend fabrics and yarns.

Commercial & Marketing Manager

Developed market entry and distribution strategies for Mexico; US; Canada; Brazil; Chile; Argentina; and Germany. Analyzed potential medium- and long-range investment / expansion opportunities; created proposals and business case for prospective marketing and corporate image changes; developed products for specific markets and identified new distribution agents. Worked with outside design teams to produce products targeted to specific market needs.

- Built relationships with major fashion companies including *Jhane Barnes, Marc Jacobs, Banana Republic, Adolfo Dominguez, Zanetti, Talbot's, Express, DKNY, CK, IZOD, Sean John*; etc.
- Expanded market presence across Canada, US, Spain, Brazil and Argentina by forging relationships with manufacturers representatives (agents).
- Retained new Italian designers to design collections targeted at US and Canadian markets that generated consumer interest and opened new business opportunities.
- Doubled sales after two seasons; attained full factory's capacity in third year with purchase of two full months' capacity by leading US suit maker representing \$ 2.8M in sales.
-

DANCOTEX S.A.

(Montevideo, Uruguay) • Mar. 1997 to Sept. 2000

\$14M local producer and distributor of worsted and wool blend fabrics.

Commercial & Marketing Manager

Developed market entry and distribution strategies for South American (Brazil, Chile, Argentina, Columbia), European (Spain-Germany) and Asian (Japan) markets. Analyzed potential medium- and long-range investment / expansion opportunities within Uruguay and internationally. Created proposals and business case for prospective marketing and corporate image changes. Developed products for specific markets. Identified new distribution agents. Worked with outside design teams to produce products targeted to specific market needs.

- Built relationships with major fashion companies including *Vitamina Buenos Aires, Christian Dior* (Argentina, Chile), *Giesso* (Argentina), *Daniel Hechter* (Argentina), *Pierre Cardin* (Brazil), etc.
- Expanded market presence across South America and Europe through manufacturer's representatives.
- Hired new Italian designer to design and launch collections for men and women in targeted South American, North American and European markets. Results included
 - *Increased sales in Argentina, Brazil and Chile 20% within first season*
 - *Achieved 1999 sales in Latin America that accounted for 33% of company's total sales.*



Laid the foundation for successful joint venture with Italian company that included financial support as well as commercial and technical exchange.

EDUCATION

University of Architecture, Montevideo, Uruguay / Instituto Yavne. Montevideo, Uruguay

Professional Development—Completed / attended numerous conferences, workshops and training programs throughout Europe, Latin America, Canada and US. *Details available upon request.*

Computer Skills (Mac and Windows) — Office (Word, Excel, PowerPoint, Outlook)

Foreign Languages — Spanish; English; Portuguese; Italian, and Hebrew.

—Available for Global Travel and/or Relocation—