

B2B & B2B2C Business & Product Growth Strategy | Planning | Analysis | Execution

Seasoned B2B & B2B2C Expert | Strategic, Tactical, Data Driven Decision-Making
Accountable | Consistent | Dependable | Effective Communication & Presentation | Complex Problem Solver
Team Leader | Independent Contributor | Trusted Executor - Make it Happen For All



Since 2006









Key Stakeholders Management - Cross Org C-suite, Clients, Channels, Partners, Investors
Key Markets & Verticals Management (Existing & Net New) / Net New Commercial Business Acquisition & Success
Net New Partnerships & Channels, M&A Acquisition & Success / Existing Accounts & Partnerships Retention & Expansion - Cross/Up-Sell Expert
C-Suite & Decision Maker(s) Marketing & Meetings / Outbound & Cold Calling Expert / Inbound Leads Acquisition & Conversion Expert
GTM & Marketing Management (Direct & Digital) / Field Sales, SDR & Markets Facing Management / Revenue & Budgets Management
Products & Services Management / Projects & Programs Management / Data & BI Analyses Management
Technologies & Integrations / Process Analyses & Improvements / Suppliers & Vendors Management
Contract Law & Negotiations / Risks Identification & Mitigation / Trade & Industry Events
High Personal Performance & Teams Performance Building / Reporting Management


Languages / English, Native
Hebrew, Proficient
Spanish, Conversational
French, Conversational

Passports / Canada
Portugal (EU)
Israel

Passions / Exploring Nature & Nature Trips
Exploring World Foods & Wine
Social & Civic Causes Support
Animal Welfare & Rescue Support
Reading & Continuous Learning
Vintage, Antiques & Auctions

Education

 2015 | Certified Management Consultant Canada
 1998 | Alternative Dispute | Mediation Resolution
 1996 | Paralegal Diploma | 3.8 GPA, Honors
 1995 | Vaughan Secondary School Diploma
 2005 | SME Business & Accounting Management
 2001 | Real Estate As A Sales Profession
 1997 | Paid Articles | Highway Traffic Courts Service
 1996 Articles | Immigration Law

 2024 | Agile Project Management
 2024 | Accounting & Finance Management
 2024 | Advanced Business Analytics
 2024 | PMP Certification
 2023 | Digital Marketing
 2023 | Business Analytics
 2023 | Project Planning: Putting It All Together
 2023 | Decision Making with Data

Experience

Reign B2B / Client Business & Markets Strategy Execution Lead / April 2006 – Current

Reign B2B is full cycle and service strategic business go to market, marketing, business development and revenue operations strategy and execution excellence management services firm. Delivering interim and permanent cross org c-suite and downline management functions proven help stakeholders to consistently meet and drastically improve time to existing business and target new business markets acquisition, retention and expansion plans and KPIs. As a key business partner to commercially focused companies and/or consumer focused businesses interested to launch commercial unit, Reign B2Bs range of industry and geography agnostic business markets solutions services are strategic and tactical planning through execution and cover:

- o C-Level / Acting/Formal CEO | Co-CEO | CBDO | CRO | CSMO | CMO | CDO | CIO | CSO | CCO | CPO | CFO | Board Member/Observer
- o Business / Strategy | Planning | Projects Management | Programs Management | Optimization
- o GTM / Head of Sales/Field Marketing Strategy & Enablement
- o Marketing (Enterprise, SME, SMB) / Direct Marketing Manager | Digital Marketing Manager | Lead Generation | Demand Generation
- o Business Development / Head of BD | Head of Partnerships | Account Vertical Executive/Director | AE Team Lead | Market Lead
- o Product / Product Manager | Product Owner | Product Lead
- o Analyst / Strategy, Systems & Data, Process, GTM, Sales, Marketing, Revenue, Product, HR & People

CRM, Finance & Accounting



Insurance & Banking



Real Estate & Construction



Food, Beverage & Events



Travel & Hospitality



Transportation, Chain & Logistics



Cyber & Defense (B2B)



Automotive & Aviation



Communications, Media, Telecom & Call Centre



Data, Datacentre, Voice, AI, Privacy



BPO, HR & R&D



Legal



Advertising & Consulting



Business AI Digital & IT Services



Mining



Energy



Consumer Products



Health



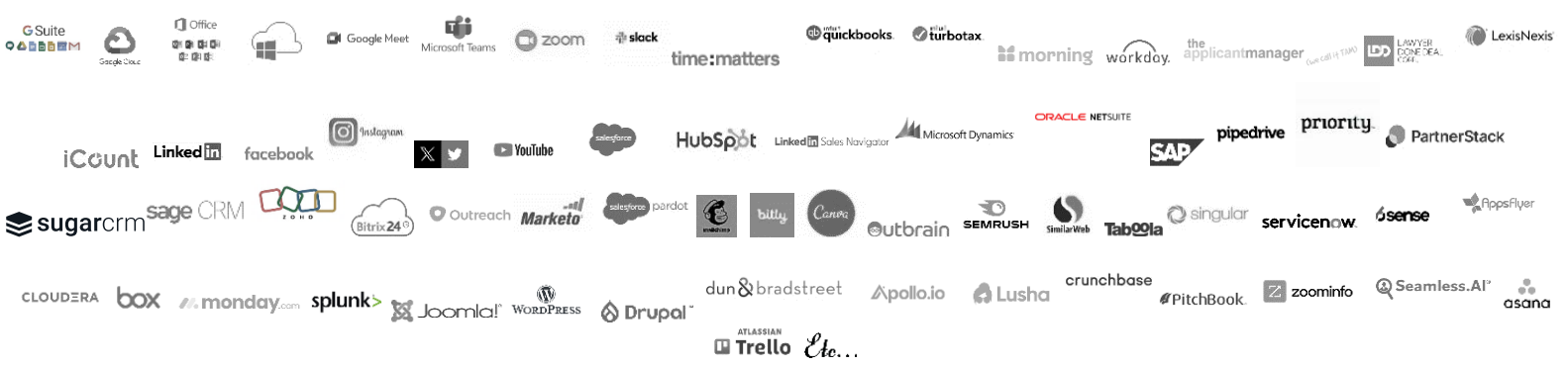
Non Profit & Fundraising



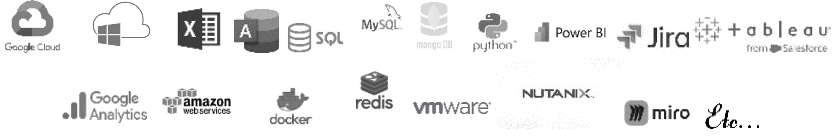
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Tech Stack

Business, Revenue, Finance & Data



Data & Analyses Systems



References Available

