





# Franziska Avigal

Account/Sales Manager

## Personal Info

 [franziska.avigal@gmail.com](mailto:franziska.avigal@gmail.com)

 0544436462

 Herzliya

 1982

## Education

- B.A. (Political Science - International Relations)  
Open University Israel  
2005 - 2009

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## Volunteering

Shabbat Metuka (Leket Israel)  
Delivery of food baskets to  
Holocaust Survivors 2021-  
present

## Languages

German - Native Speaker

Hebrew - Fluent

English - Fluent

Arabic - Basic

## Computer Skills

SAP

Priority

MS Office- Excel, Powerpoint, Word

## Summary

Highly motivated Account Manager with 10+ years of experience in the chemical industry managing customer accounts, overseeing sales operations and providing exceptional customer service. Skilled in client onboarding, developing customer relationships and problem-solving.

## Work Experience

### Head of Customer Service, W. Rosenstein Ltd. (BASF), Raanana October 2021 - March 2023

- Supervision of 15 Customer Service Operatives, to lead and steer the team and create a focus on quality and customer satisfaction.
- A member of the senior management team with responsibility for making key business decisions.
- Actively supporting the sales process by advising and consulting with Account Managers on business updates and supply chains.
- Responsible for overseeing the complete order process including initial receipt and entry, invoicing and after-sales support.
- Close collaboration with heads of European Central Functions- logistics, finance, supply chain, export, quality and project management, to generate new ideas and ensuring continuous improvement of processes, systems, and communications.
- Actively raising awareness of legal and compliance objectives among staff and customers.
- Ensured compliance with international trade regulations and laws governing the import of goods.

### Account Manager, W. Rosenstein Ltd., Herzliya January 2016 - April 2022

- Managing a diverse portfolio of existing client accounts.
- Main point of contact for key suppliers, maintaining open communication and continuous exchange on all aspects of business.
- Monthly, quarterly and annual price negotiations with customers to ensure business continuity in line with company pricing strategy.
- Market screening activities to find new business opportunities.
- Reporting to business principles on sales, business development, opportunity pipeline and customer activities.
- Collaboration with logistics to ensure high customer satisfaction and customer loyalty.

**Sales Manager, Logistic Coordinator, W. Rosenstein Ltd. , Herzliya**  
July 2007 - January 2016

- Maintained relationships with key stakeholder across clients and vendors.
- Operating and managing sea and airfreight orders.
- Evaluate trends in customer orders to ensure customers are ordering at optimum levels.
- Communicate legal matters including documentation (Product information, Disclaimers, Force Majeure)
- Maintained a high level of customer service standards and provided an exceptional customer experience.

**Store Manager, The Scottish Trading and Marketing Company, Tel Aviv**  
2004 - 2007

- Cooperation with all stakeholders to implement new ideas that will improve the store's operations
- Implemented effective training programs to ensure the highest level of customer service.
- Monitored inventory levels and ordered new stock to ensure availability of products.

## References

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References available upon request