



WORK EXPERIENCE

VP SALES & MARKETING AI SECURITY TECHNOLOGY

CAPTAIN'S EYE AI MARITIME SECURITY TECHNOLOGY | NETANYA

JAN 2022 - DEC 2023

- Lead or participate in negotiations & sign global framework agreements and/or franchisor contracts with our partners
- Act as a 'Trusted Advisor' to the CEO by initiating, building & developing long-term relationships with all strategic accounts on HQ level.
- Work closely with our strategic partners to expand the partnership in our territories and nurture the strong relationship we have today.
- Initiating marketing activities and assets - social presence, promotional campaigns, conferences, round tables, and meetups.
- Participate and represent the company at Major global conferences and trade shows for AI and Maritime Technology .

Clients: Avnon, Mersk, Ferretti, XT, Maritime and Governmental Agencies.

HEAD OF GLOBAL STRATEGIC PARTNERSHIPS & BUSINESS DEVELOPMENT C-PAYMENT TECHNOLOGY (FINTECH)

RAV KAV / PCENTRA – FINTECH | TEL AVIV-YAFO

JAN 2020 - JAN 2022

- Strategic partnerships that ensure business growth & new sales channels
- Responsible for the HQ-level acquisition and account management activities for Global partners
- Define a new market penetration strategy targeting European markets
- Build & implement a detailed business plan for the expansion into new markets
- Source potential strategic partners, negotiate contracts/agreements, define pricing & tier levels
- Responsible for creating Partnerships and Cooperation's with 3rd parties
- Act as a 'Trusted Advisor' by initiating, building & developing long-term relationships with all strategic accounts on a country HQ level.

HEAD OF SALES -NETHERLANDS & BELGIUM (TRAVELTECH)

AMERICAN EXPRESS BGT | AMSTERDAM

JAN 2015 - JAN 2020

- Responsible for the hiring, training, managing & personal development of the Benelux BD Team.
- P&L Management.
- Opening new markets, business development & multiyear contract negotiations.
- Support large-scale initiatives including plans around a distributed workforce, key metrics, annual engagement surveys, cultural programs, global benefits changes, equity programs, departmental re-organization.
- Strategize, plan, execute, manage, and optimize pipeline generation programs and activities for new business and strategic accounts.
- Exceed global and regional business targets and responsible for accurate opportunity forecasts, leveraging data and supporting metrics.

Clients: European Space Agency, Europol, Thales, Unilever, Boeing, European Union.

GLOBAL SALES & PARTNERSHIPS DIRECTOR

KENES GROUP | AMSTERDAM

JAN 2011 - JAN 2020

- Developed and implemented large scale, multi country sales/business development strategies.
- Managed a Global sales associates and 20 member teams in Europe, US and Asia.
- Identified and developed commercial relationships with global partners within the pharmaceutical and medical equipment / devices industries.

Clients: Teva, Pfizer, Merck, Eli Lilly, Boston Scientific, Johnson & Johnson, Medtronic.

DIRECTOR OF SALES – EMEA - E-LEARNING

LAUREATE EDUCATION INC. | AMSTERDAM

JAN 2005 - JAN 2011

- Strategized, planned, executed, managed, and optimized pipeline generation programs and activities for New Business, Customer Expansion, and Strategic Accounts
- Lead hiring, onboarding, training, coaching, and development of a team of young Sales professionals
- Exceeded business targets defined for the region, including SQLs, Pipeline, and Net New ARR
- Hired, groomed, and promoted a talented team of 15 SDR

DIRECTOR OF SALES - EUROPE

CAPITAL ONE BANK | AMSTERDAM

JAN 2002 - JAN 2005

- Responsible for the hiring, training, managing KPI's of a Sales Team of 18
- Italian market penetration and market growth.
- Lead overall sales process and provide detailed and accurate sales forecasting Systems: Monday, Salesforce, HubSpot, Tableau, KDS, Blackboard, Microsoft Office Suite

EDUCATION

MBA

UNIVERSITY OF LIVERPOOL | LIVERPOOL, UNITED KINGDOM

BBA

AMSTERDAM UNIVERSITY OF APPLIED SCIENCES | AMSTERDAM, THE NETHERLANDS

1997

COURSES

GIA - GEMOLOGIST, GIA

JAN 2024

REAL ESTATE LICENCE ISRAEL, MINISTRY OF JUSTICE

MAY 2024