

# ASAF LESHEM

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## ▼ Summary

In the last 6 years I have been managing a SU company. My experience was created deep in the Israeli low-tech industry. I'm a sales man in the old faction way. Creates a personal relationship, looks in the eyes, learns the needs, Analyze the key to success and lead the way. I am an operations specialist, lean is a must, Resourceful, Must hedge the risks, must think outside the box. Earn the budget with which I will do magic. An operation that must succeed, Focus on risks. In these 6 years, I realized that my way wins. I focused on the goals and achieved impressive results. This is what I want to do.

## ▼ What am I looking for

A management position, where I can grow the business and lead teams to success.

## ▼ Experience

### 2017 - Today: COO

S.A.M. R&D company developing an innovative IOT product for the US market.

Night Sleep Center: [www.NIGHTSLEEP.co.il](http://www.NIGHTSLEEP.co.il) - a retail Chain Store.

Comfort systems: [www.SIMMONS.co.il](http://www.SIMMONS.co.il) - manufacturing industrial company.

### Accomplishments:

- Establish and manage a R&D IOT product company and raising NIS 10m.
- getting MOU for a franchise contract from SSB in the USA in cooperation with P&L.
- BD, Road Shows to recruit leading clients in the world.
- Finalizing 11 patents in Israel, USA and Europe.
- Editing the product and production portfolio. Performing laboratory tests and CE.
- Leading the R&D team: mechanics, electronics and software engineers, designers, QA, patent attorneys, standards, materials and CBMs.
- Solution characterization, API, setting business goals and milestones, product life cycle, future upgrades, lead and accurate the R&D plan.
- Management of manufacturing plants (3 plants, 11,000 m<sup>2</sup>, 250 employees, supply chain, PPC, R&D, distribution, CS, finance, safety).
- Moving the company's factories from Kfar Saba to a new home, increasing operating profit by 35%.
- Characterize and implement an information system for the computerization of production and inventory.
- Budget planning and control.

**2013-2017 : Chain Store Manager and VP sales**

Night Sleep Center: [www.NIGHTSLEEP.co.il](http://www.NIGHTSLEEP.co.il) - a retail Chain Store in the home styling and furniture field.

Comfort systems: [www.SIMMONS.co.il](http://www.SIMMONS.co.il) - manufacturing industrial company.

**Accomplishments:**

- Retail network management, 26 stores. Sales budget of NIS 100m.
- Managing the commercial relationship with the SIMMON and SEALY brands.
- Management of sales, marketing and advertising, E-com.
- Drafting a vision, strategy, goals, policy, service and customer experience.
- Marketing management, promotions, Development and training of salespeople.

**2011-2013: VP of Logistics and Supply Chain**

**Accomplishments :**

- Nationwide distribution and installation unit.
- Management a service call center and orders.
- Supply chain management, procurement, importation and the company's warehouse system.
- implementing WMS system and an information system to optimize supply and production.

**2003-2010: CEO**

Z.Lachovich group [www.studiodil.co.il](http://www.studiodil.co.il)

**1999-2003: PMO**

ALONY group [www.alony.co.il](http://www.alony.co.il)

**▼ Education**

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2009-2007 MBA Business Administration - Ariel University

2000-2005 B.TECH Industrial Engineering - Ariel University

**▼ Military service and languages**

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**Military service:** Elite unit Commander, Company commander, OO, CC.

**Languages:** English

**▼ leadership**

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I have excellent relationships with my employees, supervisors and team members.

I build strong and diverse teams, and lead them to excellence and success.

I develop employees and managers by adjusting personal growth paths.