

### SUMMARY

Accomplished finance leader with over 20 years of experience managing finance teams and overseeing complex financial operations, planning, reporting, and analysis for global companies. Areas of expertise include:

- Strategy Development and Execution
- Budgeting, Forecasting, and Cost Optimization, Cash Flow and Treasury Management
- Financial System Implementation
- International Standards and Global Finance

### EXPERIENCE

#### **Finance Operations manager & Treasurer, Ecommerce (B2C) Company, TLV (2021 - Present)**

- Lead financial operations for a global ecommerce company, managing cash flow, financial systems, reporting, and cross-functional team collaboration.
- Optimized processes to improve efficiency by 25%.
- Reduced costs by 15% through budget oversight and variance analysis.
- Standardized financial workflows across departments to enable growth.
- Implementing several financial software and improving and optimizing the quality of work and saving time

#### **Senior Finance Manager, Healthy.io (B2B2C), TLV (2019 - 2021)**

- Ensured smooth day-to-day accounting and financial operations.
- Implemented NetSuite ERP system across global entity with presence in Israel, US and UK.
- Managed payroll, accounting, and reporting for international locations.
- Ensuring proper cash flow management and having responsibility for treasury-related functions like liquidity, investments, financing etc.
- Managing accounting regulatory compliance in areas like taxation, reporting etc. Maintaining internal controls.

#### **Chief Financial Officer, Freelance (B2B) (2010 - 2018)**

- Provided strategic and operational finance leadership for various technology companies.
- Supported fundraising efforts through financial modeling and investor relations.
- Evaluated financial performance and emerging market trends to identify growth opportunities

#### **Chief Financial Officer, Tadsec LTD HLS, Lod (2008 - 2010)**

- Financial Planning and Analysis, as well as Cost Management & Treasury Management.
- Investor Relations & Strategic Decision Support and Internal Controls.
- Financial Systems and Technology.

#### **Corporate Controller, Arcnet LTD, Rehovot (2005 - 2008)**

- Led full financial planning and analysis functions, including annual budgeting, forecasting, and monthly variance reporting.
- Managed cash flow, investments, and financing to ensure optimal liquidity and fund operations.

- Developed executive-level presentations and recommendations to drive key business decisions.

#### **Assistant Controller, Sapiens Tech, Rehovot part time (2004 - 2006)**

- Oversaw consolidation of financial statements across business units and geographies.
- Created and analyzed consolidated P&L, balance sheet, and cash flow statements.
- Administered equity compensation plans and financial regulatory reporting.

#### **Chief Accountant – ITL Optronics (Public Company) (1998 – 2004)**

- Built and managed a team of 6 bookkeepers.
- Led monthly, quarterly, and year-end close process ensuring compliance.
- Managed cash flow analysis and bank relations.
- Produced multi-currency financial statements and tax reports under tight deadlines.

### **EDUCATION & CERTIFICATIONS**

- **2022 – Current BA in International relations and Communication – Open University.**
- **2022 - Project Managing Course, Product Experts.**
- **2006 - BA in Accounting, College of management in Rishon Le Zion.**
- **2004 – Tax consultant, College of management in Rishon Le Zion.**
- **2001 – Bookkeeper 1, 2, 3 and payroll, College of management in Rishon Le Zion.**

### **SKILLS**

NetSuite, Priority, Sap B1, Oracle, QuickBooks, Jira, Monday, Excel, Power query, Google Analytics, Azure, SQL, Tipalti, Shiklulit, Oketz, Rivhit, Ramnihul, Outlook, Word, PowerPoint  
Payment processors reports ( Stripe, Braintree, Zip, Klarna, Amazon, Payoneer)

### **LANGUAGES**

**English** - Fluent | **Hebrew** - Native | **Arabic** – Excellent

### **ARMY SERVICE**

**National service in Medial Center**

### **VOLUNTEER WORK**

Volunteers in a pro-Israel advocacy association, especially with people from the Arab world.