

ABOUT ME

Seasoned professional with extensive expertise in sales, business development, and project management across diverse industries such as OT, IT, Security, and Automotive sectors. Proficient in orchestrating comprehensive projects, ensuring operational efficiency, and driving customer success. A proactive "hunter" adept at identifying and cultivating lucrative client relationships both domestically and internationally.

PROFESSIONAL EXPERIENCE

SIGA OT Solutions 2020-

Sales & Customer Service Manager

- Orchestrated the end-to-end sales process, nurturing client relationships from initial contact to deal closure.
- Provided consistent support and service to existing clients, ensuring satisfaction and loyalty.
- I Introduced and advocated the company's innovative solutions in the OT Cyber sector.
- Established robust pipelines through various strategies and cultivated strategic partnerships.
- Collaborated closely with operational and R&D teams to deliver optimal solutions to customers.

Qne 2019-2020

Director of Sales – Development & Products Division

- Spearheaded business operations within the computing projects domain, crafting bespoke solutions.
- Partnered with clients to develop high-level design solutions and oversaw their successful implementation.
- Expanded client base, managed territories, negotiated pricing, and conducted competitor analysis.
- Represented leading international platforms, mastering technical intricacies to effectively communicate their value.
- Formulated and executed annual sales strategies, consistently achieving set targets.

Al Cielo Inertial Solutions (Cielo) 2016-2019

Director of Sales & BD

- Elevated the profile of a discreet company in the defense systems sector, orchestrating its recognition.
- Self-educated on pertinent technical aspects, driving product management initiatives.
- Led global sales initiatives, identifying leads, and cultivating client relationships across diverse markets.
- Pioneered a pioneering TOT project in a foreign country, securing suitable manufacturing and marketing partnerships.

- Formulated strategic business plans for potential new products, leveraging market insights.

Optimum Group 2011-2016

VP Marketing and Sales

- Identified and secured clients from diverse industries, specializing in private and security sectors, globally.
- Orchestrated marketing and sales strategies, negotiating financial milestones with senior stakeholders.
- Directed end-to-end sales processes, from prospecting to post-sales support, ensuring customer satisfaction.
- Crafted bilingual marketing content in Hebrew and English, enhancing brand visibility and resonance.

Matrix 2008-2011

Project Manager and BD Manager (Defense & Strategic Consulting Division)

- Oversaw documentation and implementation projects for various clients, ensuring operational excellence.
- Managed high-value projects, collaborated with subcontractors, and negotiated contracts.
- Expanded business activities and collaborations, fostering enduring client relationships.
- Led bidding processes, handling technical and financial aspects to secure projects.

EDUCATION

Bachelor's Degree in Economics & Management - Open University

MILITARY SERVICE

Artillery - Major (Reserve)