

## Summary:

- ✓ **Vast experience as B2G/B2B Marketing Director, leading and executing marketing strategies, managing sales & marketing channels, Inbound marketing & Digital marketing.**
- ✓ **Experience in analyzing markets and prospects needs, penetrating new markets, developing products in collaborations with company's key stakeholders.**
- ✓ **Experience in Technology | Hi-Tech | Startup; marketing and specifying PC-based software, SaaS, E-Commerce and Mobile, Software and Hardware.**

## Professional Experience:

### **2020- Marketing Director | NeoGames S.A.**

An international Nasdaq listed company, an award winning leader as online lottery supplier specializing in providing software and services to online Lotteries globally.

- Setting "go-to-market" strategy, developing programs, and executing campaigns across multiple marketing channels to increase brand awareness globally.
- Developing and implementing the marketing plans in respect to the diverse geographic sectors and verticals in accordance with the company's strategy and goals.
- Setting the current and long-term goals for the marketing department.
- Designing and evaluating the Marketing department's budget.
- Responsible for the overall management of the marketing team KPI's with respect to the content strategy, social media, website, email marketing, campaigns, videos, product, and awards.
- Planning & executing all physical and virtual conferences sponsorships, exhibitions & events.
- Build relationships with associations & media to confirm implementation of the diverse PR strategies suited to the different markets.
- Collaborating with the different departments to insure brand and company messaging are in conjunction with the overall company strategy, e.g.: sales, employee branding, compliance, games studio, etc.
- Supporting Investor relations, press releases, investors presentations and investors website.
- Prepare quarterly presentations on marketing activities vs. plans for the relevant stakeholders.
- Conduct market analysis to identify challenges and opportunities for growth while tracking competitors' activities.
- Prioritize marketing projects and allocate resources accordingly.
- Managing marketing team and external vendors.

### **2018-2020 Director of Marketing | Gauzy Ltd.**

An international start-up company specializing in development, manufacturing and marketing of LCG® light control technologies (PDLC & SPD films).

- Establishing integrated go-to-market plans with emphasis on target market and partners worldwide.
- Planning and executing data-driven social media strategies including content writing, Website, blog, Social Media, SEO, videos, events, email marketing, campaigns and webinars.
- Product launch - Market research, characterization, specification of new products (MRD) in line with the company's strategy.
- Creating brand awareness and positioning through all company's business activities.
- Implementing Marketing Automation system for Inbound and Outbound marketing including lead generation Management.
- Supporting sales team and partners by using a variety of marketing tools and providing new communication channels and Marketing collaterals to all regions (US, EMEA, APAC).
- In charge of all Exhibition, conferences & PR.

Managing marketing budget. Creating and analyzing reports of all marketing activities for board meetings.

#### 2008-2017 **Director of Marketing, Acting VP | FRSVISION**

*A company specializing in development & marketing of advanced sales systems for the retail market.*

- Member of management, reporting directly to the CEO.
- Structuring the company's sales and marketing array – defining and managing new and existing work processes towards external and internal clients.
- Initiating and steering marketing plans, towards promotion and boost of revenues – defining and implementing a long-term marketing plan and strategy, following execution of analysis, identification of trends/ opportunities, compiling action-plan recommendations.
- Digital marketing Management – presence, activity and measurement of social networks marketing, campaigns, landing pages, e-mail marketing, working with an SEO, SEM and PPC companies.
- Creating effective marketing tools, relaying the company's messages through content writing and production of marketing collateral, branding, new websites, launching digital campaigns, presentations, training materials; producing trade shows & conferences.
- Specifying and launching products, in collaboration with the development departments, product manager, sales and service department.
- Supporting the sales team full process by training sales team and presenting solutions to new strategic clients, consulting and directing towards integrative and complex solutions.
- Member of Management–presenting reports & activities on a quarterly/semi-annual and annual basis.

#### **Education:**

**2004-2006 MA-MM in Business Management, Marketing Management Major (Cum Laude)**

Derby University

**2002-2004 BA in Business Management | Derby University**

**2000-2002 Java Developer 2000 – C, C++, Java Software Studies**

**1997-1999 BA studies in Management and Sociology | The Open University, Tel Aviv**

**Courses:** Marketing workshops | Computerized graphics – Photoshop, Freehand

#### **Military service:**

**1990-1992 Armored Tanks Instructor | Graphic Designer**

#### **Skills:**

- Visionary. Always looking for the new and amazing system / trend / strategy that will make us #1.
- Management skills, marketing and strategic outlook, ability to analyze trends and markets.
- Vast experience working with clients, global/local suppliers and managing the interface with them.
- Experience delivering presentations with C-level executives and decision makers.
- Expert in Online and Offline digital marketing.
- High oral/written articulation, marketing writing abilities.
- Independent fast learner, technical insight, self-starter, pro-active, assertive, creative approach to challenges, high analytical and articulation skills, excellent people communication, good negotiator and crisis management.

**Languages:** English – mother tongue level | Hebrew – mother tongue | German

**Computer skills:** HubSpot, Salesforce, WordPress, MailChimp, Monday, Google applications, MS-Office, SAP, MS-Project

**References will be provided upon request**