

## Ariel Hunkin

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Citizenship: South African/Israeli

**EDUCATION HISTORY • BACHELOR OF ECONOMICS DEGREE:** University of Gorky (Russia)  
**INTERNATIONAL TRADE AND MARKETING COURSE:** Institution ORT, Mihlelet Polak (Israel)

### PERSONAL SKILLS AND COMPETENCIES

**Languages:** English (mother tongue level), Russian (mother tongue level), Hebrew (mother tongue level), Ukrainian (mother tongue level).

Computer skills: Microsoft Office (Word; Excel; PowerPoint; Outlook etc.)

**Other abilities:** Team player, excellent management skills, works productively under pressure, Computer literate, highly successful in acquiring clients, great at maintaining and building an existing client base, tough negotiator, excellent communicator, target driven, out of box thinker.

### Work Experience:

**Director of Business Development – ASA Security Advanced Tech Ltd., Abuja/Lagos, Nigeria:**  
2022 Feb – current.

Security & Security Systems, Company with about 5,000 employees & management, providing Man guards, Mopols, Armed Escort and Advanced security systems – CCTV, electronic fences, burglary alarm, access control, panic solutions, etc.

#### **Responsibility:**

- Sales B2G to Government Parastatals – Ministries, Departments and Agencies as well as B2B.
- Overall sales operation, managing field sales team consisting of 16 sales managers.
- Sales proposals and tenders submission, recruitment of sales personnel, customer care & problem resolution, ongoing sales staff meetings.
- Training on sales/ CRM & company's computing platform for managing leads/ management reports.
- Sales situations simulations, role-playing games, screenings for handling objections.

**UNITRONICS (PLC MANUFACTURING COMPANY) – AIRPORT CITY:** Aug 2017 to Feb 2022

#### Regional Sales Manager EMEA:

Developed and analyzed sales strategy for direct sales with distributors in order to reach monthly & quarterly profitability targets - B2B and B2C sales of PLC's and UniCloud SAAS solution - responsible for \$5M a year of sales in Europe & Africa. Implementing pricing and marketing plans as well as growth strategy. - Customizing offline and online marketing materials and tactics for direct sales activities and

per distributor from webinars to conferences and exhibitions. - Full-scale account management and acquisition of distributors and customers. - Frequent business trips abroad

**SESP (RF JAMMING SOLUTIONS) – PETAH TIKVA:** Nov 2016 to Aug 2017

**Business Development and International Sales Advisor:**

Responsible for determining sales policy and overall sales activities with regard to RF jamming solutions to Armed Forces and Law Enforcement Agencies. - Intensive contacts with Law Enforcement Agencies all over the world. - Preparation of responses to international tenders, RFP's, RFI's. - Negotiations with decision makers at the highest level. Involved in preparing and participating in exhibitions (Cote D'Ivoire, UAE, Canada, USA). - Frequent business trips abroad.

**ESC BAZ (DEFENCE AND HLS) – LOD:** Nov 2014 to Sep 2016

**Director of Sales and Marketing in Eastern Europe and Africa:**

Responsible for sales of Video Surveillance solutions to Armed Forces and Law Enforcement Agencies. - Intensive contacts with the Armed Forces in Africa and Eastern Europe. - Presale activities. Deep understanding of customers technical needs and close collaboration with the R&D department. - Heavily involved in discussing and designing projects with customers, with a high emphasis on the networking phase. - Strong understanding of technologies such as Networking, Specialized Hardware and Software. - Highly successful in acquiring customers, forging strong ties and closing deals. - Tough negotiator, effective communicator, independent and responsible. - Frequent business trips abroad.

**SEPTIER COMMUNICATION (HLS PRODUCTS AND SOLUTIONS) – PETAH TIKVA:** Dec 2008 to Aug 2014

**Regional Vice President, Central & Eastern Europe & South Africa:**

Responsible for sales of Lawful Interception Solutions to Law Enforcement Agencies, Army and Telcos. - Direct and indirect sales in millions of dollars. - Presale activities. Deep understanding of customers technical needs and close collaboration with the R&D department. - Very extensive contacts with LEA's and telecommunication operators in the area. - Extremely successful in acquiring new customers, and closing strategic closing deals - attended and participated in exhibitions globally. - Frequent business trips abroad.

**TRACESPAN COMMUNICATIONS (HLS PRODUCTS & NETWORK ANALYSING) RAANANA:** June 2007 - December 2008

**Director of Sales:**

Responsible for sales to Law Enforcement Agencies and Telcos in Eastern Europe and Africa. - Responsibilities and activities as at Septier Communications above. - Executed sales in Eastern Europe and South Africa.

**TELEMESSAGE, UNIVERSAL COMMUNICATION SOLUTIONS – PETAH TIKVA:** Dec 2005 to May 2007

**Director of Sales:**

Leading and closing sales cycles, including presale, directly and via distributors. - Formulating account plans, preparing proposals, responding to RFI's and RFP's. - Successful sales in Russia, Ukraine, Macedonia and Bulgaria.

**BABYLON TRANSLATION SOFTWARE – OR YEHUDA April 2002 to Dec 2005:**

**Sales and Marketing Manager:**

Responsible for online sales. The revenues online had increased by 100% during my time with the company.

**ODIGO INSTANT MESSAGING SOLUTIONS COMPANY – HERZLIYA PITUACH: June 1998 to April 2002.**

**Regional Sales Manager for EMEA:**

Sales and Business Development of Instant Messaging Solutions. - Closed numerous deals with major International Internet players, Telco's & Mobile Carriers, such as Axelero Internet (part of Hungarian Telecom - Matav); Sunrise Telecom – Switzerland; DaDa S.p.A., Excite Europe, Interfree ISP – Italy, Indya.com (part of the Star group), Smart Communications – the Philippines, Bankier.pl – Poland, for more than a million dollars. Each deal was worth \$150,000 to Odigo and took on average half a year to be closed. Leading and closing sales cycles, including presale, directly and via distributors.