

Jonathan Album

EXPERIENCED GLOBAL MARKETING AND SALES LEADER



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Summary:

An experienced leader with a proven track record in developing and implementing successful Marketing and Sales strategies for leading consumer food brands and B2C global start-ups.

With extensive experience as a CMO, Head of/VP Marketing, VP Sales and Business Unit Lead at blue-chip companies (Strauss and Unilever) and early/mid-stage startups (Simply, Better Place and mifold), I combine my passion for growth, leadership qualities and consumer-focused approach to achieve business objectives.

I leverage insights from consumer research and data to drive business growth through identifying key opportunities, strategic decision-making, building a cohesive marketing and communications strategy, crafting engaging product stories, developing partner relationships and executing creative, consistent and profitable go-to-market plans.



Major Skills:

- Marketing Strategy Development and Execution
- Market Segmentation and Messaging
- Channel Development
- Strategic Thinker
- Team Management
- Branding and Brand architecture
- Market Research and New Product Development
- Agency and Distributor Management
- Online Marketing and social media
- Go to Market and product launch strategy
- Problem Solving and Decision Making
- Relationship Building and Management



Professional Experience:

Feb 2022 - Present – Head of Consumer Marketing at Simply (formerly JoyTunes)

- **Strategic Growth Planning:** Leading a team responsible for exploratory work to identify strategic growth opportunities in the consumer market.
- **Market Insights:** Conducting market research and analysis to identify high-potential consumer segments for targeted marketing efforts.
- **Channel Development:** Developing new channels and working with agencies and partners to optimize the multi-touch consumer journey to reach target audiences effectively.
- **Marketing Communications:** Crafting effective marketing communications strategies to engage and attract the identified consumer segments.
- **Team Management:** Managing a multidisciplinary team and coordinating their efforts to achieve marketing objectives and drive growth.

2018 - 2022 - CMO and VP Sales at mifold (B2C child safety startup)

- **Strategic Leadership:** Being a member of the executive management team, leading the development and execution of global marketing and sales growth strategies. Leading interface with global agencies and distributors
- **Branding and Demand Generation:** Driving branding initiatives and implementing effective demand generation strategies to expand market reach and drive sales.

- **Market Research and New Product Development:** Conducting market research to identify customer needs and opportunities for new product development (NPD).
- **Pricing and Distribution Management:** Managing pricing strategies and developing strong relationships with retailers and distributors to ensure effective product placement.
- **Online Marketing and Social Media:** Overseeing online marketing efforts, including digital advertising and social media campaigns, to build brand awareness and engage target audiences.
- **Amazon Marketing and Crowdfunding:** Developing relationships with Amazon, implementing marketing strategies and leveraging crowdfunding platforms to drive product awareness and funding.
- **Public Relations and Exhibitions:** Managing public relations activities, including Influencer Marketing, and participation in exhibitions to increase brand exposure and build strategic partnerships.

2015 - 2018 - Marketing Director – Cereals at Unilever, Israel

- **Profit and Loss Management:** Assuming full P&L responsibility, overseeing financial performance and driving profitability.
- **Product Development and Launch:** Successfully developing and launching new products, from conceptualization to market introduction.
- **Multi-Channel Campaigns:** Initiating and leading innovative and successful multi-channel marketing campaigns, incorporating both digital and traditional advertising channels for maximum impact and reach.

2007 - 2015 – Previous roles:

- 2013 – 2015 - Global Marketing Director, Strauss Water, Israel
- 2010 – 2013 - Global Marketing Director, Better Place, Israel
- 2004 – 2010 - Marketing Director, Strauss Dairies, Israel
- 1995-2001 - Supervisor at Gitam/BBDO advertising agency



Education and more

- BSc. degree in Management Sciences - Manchester University, UK.
- Diploma of Marketing - UK Marketing Institute.

Other:

- Co-founder and Director at **Jeremy's Circle (Cancer Charity)** (from 2008)
- Marketing consultant and business coach
- **Mentor and Lecturer at Gvachim** (Career support for New Immigrants).

Languages:

- **English** – mother tongue | **Hebrew** – Fluent