

# Olivia Hirshfield

שליח מתר ג'ונט

6+ years of experience in business development, partnerships and account management, I bring a consultative, ROI-driven and customer-centric approach to sales. I'm highly motivated, with a hunter, go-getter attitude and pride myself on my ability to build meaningful, long-term client relationships.

## Contact

### Phone

+972539650491

### Email

[olivia.hirshfield@gmail.com](mailto:olivia.hirshfield@gmail.com)

### Address

Tel Aviv, Israel

## Education

2008-2012

### BA Business Management & French Honours Class I

University of Leeds

## Skills

- Excellent Listening, Written & Verbal Communication Skills
- Presentation Skills
- Negotiation Skills
- Sales Methodology: MEDDPICC, BANT, SPIN
- Relationship Building
- Results-Oriented
- Detail Oriented & Analytical
- Highly Self-motivated
- Organised & Resourceful

## Languages

English: Native

French: Proficient

Hebrew: Intermediate

# Senior Sales & Partnerships Manager

## Experience

Feb 2022 - Dec 2023 **Partnerships and Sales Manager, Europe** Enabley | Tel Aviv

B2B SaaS start up in the LMS market. Responsible for establishing and managing channel partnerships and driving sales across Europe, focused on the UK.

**Achievements:** Increased active channel partnerships by 300% in greenfield territories which led to a strategic content partnership enhancing our product offering. Increased sales revenue by 10% and market penetration by 35%. This was achieved through robust product and commercial training, innovative co-marketing, co-selling, account mapping and creative incentivisation, working with multiple partner functions and stakeholders.

- **Sales Cycle:** Managed entire sales cycle of partners' opportunities from qualifying, understanding customer pains and integration needs, product demonstrations, building business cases, RFP and tender applications, negotiating, and closing new business. Experience in Salesforce, pipeline management and sales forecasting
- **Strategic Planning:** Identified ideal partner profiles aligned to business goals, developed go-to-market strategy for partner growth, monitoring industry trends and competitor activities
- **Partnership Development:** Acquired onboarded, enabled and managed new and existing partners to drive revenue growth. A hands-on and strategic approach, focused on relationship building, collaboration, sales enablement and building partnership programs: roadshows, exhibitions, webinars and marketing campaigns
- **Account Management:** Owned portfolio of partners, serving as main point of contact. Tracked, reported, and optimised performance of partner accounts against pre-defined objectives and commitments
- **Negotiation and Contract Management:** of terms and agreements with partners and customers to ensure favourable outcomes for both parties, in line with Enabley's roadmap and goals
- **Cross-functional Collaboration:** with Product/R&D to drive product enhancements based on partner/customer feedback; with Marketing/Customer Success to create engaging case studies and marketing campaigns to drive demand generation

Jan 2018 - Jan 2022 **Business Development Manager** NKD | London / Tel Aviv

Employee Engagement Agency providing consulting, digital and creative learning solutions for global enterprise clients.

**Achievements:** Hit target of £1 million sales revenue, increasing new business development by 20% and securing pivotal contract with top Fortune 500 client. Developed and executed ABM strategy from scratch, increasing demand generation by 150% and sales conversion rate by 15%.

- **Business Development Strategy and Execution:** In-depth market analysis and account planning to drive market expansion of new enterprise business across NKD's portfolio of solutions, products and SaaS partners
- **Pipeline Management:** Outbound enterprise prospecting, qualification and thorough discovery, upselling across customer accounts, closing and building sales pipeline
- **Proposal Development:** Understood diverse client needs, proposed bespoke solutions and created customised proposals. Innovated proposal design across the business
- **Networking:** Generated business and partnership opportunities at industry events
- **Account-Based Marketing:** Led ABM strategy, created brand messaging, customer success stories, workshop and Discovery Lab initiatives to grow specific accounts, verticals and sales for new product launches. Planned and created sales/email marketing campaigns and innovated email marketing design. Led enhancements in the lead flow process; database management, reporting infrastructure, MQL and SQL conversion optimisation and led marketing automation using Salesforce, HubSpot, Pardot and Sales Navigator

Jan 2015 - Dec 2017 **Community Engagement Manager** Osney Media | London / Lisbon

International conferences, exhibitions and communities across HR/Talent Management, Mobile Games, Investment Management, Start-Ups. Selected to take on a brand-new role created in company with high accountability

- **Consultative Advisor** between buyers and vendors – understood challenges and needs of buyers, matched to relevant vendors/ investors across complex ecosystems, improving ROI for both parties and driving sponsorship revenue
- **Relationship Building** with industry's most influential decision-makers and acquired VIP delegation for events
- **Event Management:** Ran global events, played critical role in facilitating networking, delivered highest standards of customer service, trouble-shooting where necessary, delivered opening addresses
- **Media Partnerships:** Secured association and media partnerships
- **Vendor Management:** Sourced and implemented new event management software. Trained team members and external stakeholders to utilise software. Managed vendor relationships
- **Operations:** Created new processes for this role in order to analyse, report and deliver meetings effectively

Nov 2012 - Dec 2015 **Senior Conference Producer** Osney Media | London

- **Market Research:** of industry trends, players and competitors to create compelling conference agendas
- **Speaker Acquisition:** Secured industry-leading speakers from award-winning companies
- Set up advisory boards to help shape strategy, delivered briefs for marketing/sales teams
- **Content creation:** for website, newsletters, case studies, marketing emails, promotional material, social media