

**Experienced sales executive with a proven track record of enterprise sales strategic partnerships. Head of the company's sales in Israel of complex technological software and SaaS solutions. With 7 years in sales, marketing, strategic management, and project management, in addition to 10 years of expertise in content development, creative and research.**

## Experience

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- 2022- present Head of Sales, "GIV Solutions"**
- Responsible for sales and managing end-to-end sales processes at GIV Solutions and entrusted with the company's main product - an international Management Information Systems for multi-infrastructure organization.
  - As head of the company sales, proven track record of complex sales in various industries.
  - Leading the sales strategy for an international technological product including system interfaces and integrations with control systems and IOT systems.
  - Experience selling cloud-based solutions – On private and Public cloud deployments such as Azure and AWS.
  - Leading a solution for multi-infrastructure organizations through the world's leading information management system.
  - Managing tenders in the company, leading negotiations, formulating strategies, and leading meetings in various industries such as the medical industry, transportation, manufacturing and Smart cities.
- 2017 - 2022 Head of Sales & Project Management, "Woop Media", Herzliya Studios**
- Leading, Defining and building sales and content strategies with leading companies in the market through media collaboration.
  - Responsible for raising capital for commercial content projects including complex sales negotiating with decision makers in different industries (high tech, Cyber, Real Estate and more).
  - Active part of the Business Development team, forming annual strategic plans and projects.
  - Experience on combining a wide marketing strategy through content and emphasis on sales and branding client's goals, through maximizing profit and result.
  - Building Client's marketing strategy and brand's advertising through media content.
- 2008-2017 Head of Research & Content, Several Projects**
- Led the international research team at "TV Format Funds" - lead hundreds of in-depth researches on people, stories and more.
  - Projects research & analysis at "Buzzilla" - content analysis and research for companies and brands in various fields.
  - Content specialization – defining and implementing creative strategy and content for numerus TV shows: "X Factor ", "Survivor", "The Amazing Race", "The Voice" and many more.
  - Content producer and Team management with 9 years of experience in various TV shows: X Factor, Survivor, The Voice, Girls and Boys, Golden Cage, Top Chef, Entertainment news and more.
  - Research and article writing for "Tochnit Chisachon", channel 22 news.
- 2010-2011 Head of P.R & Spokesman, Israel's Sports Channel**
- Led & Managed Israel's sports channel's public relations and spokesman office.
  - Direct communications with Israel's leading media groups and journalists.
  - Article editing & Brief writing

## Education

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**The Interdisciplinary Center Herzliya, Sammy Ofer School of Communications**

B.A in Communications 2007-2011

- Graduated with honors.

## Skills

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- Pragmatic & Results oriented
- communication and interpersonal skills
- Creative and Hard worker
- Customer service-oriented
- Great verbal and written communication skills
- English Speaker