

# Lior Naaman

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## Professional Summary

- 13 years of education and expertise in Microchips and Electronics, holding a Practical Engineer certification from 'Singalovsky' Institute, Israel.
- Expert in Machine Learning, currently developing AI-powered Smart Warehousing Agents for management systems and customer service optimization.
- Over 7 years of hands-on experience with Logiwa WMS, leading full warehouse implementations, API integrations, and automation.
- Expert in API integration and all major marketplaces, including Amazon, Walmart, Shopify, TikTok, and AliExpress.
- Proven track record in e-commerce logistics, warehouse operations, and reverse logistics.
- Expertise in import/export logistics, IT systems, and supply chain optimization.

## Professional Experience

### Self-Developer - AI Smart Warehousing Agents & Machine Learning Solutions

*Sep 2024 - Present | Tel Aviv, Israel*

- Developing AI-driven 'Smart Warehousing Agents' for management systems, warehouse automation, and customer service optimization.
- Specializing in Machine Learning for intelligent decision-making, automated workflows, and predictive analytics in warehouse operations.
- Integrating AI agents with WMS platforms, CRM systems, and marketplace integrations such as Amazon, Walmart, Shopify, and TikTok.

### Co-Founder & Chief Operating Officer - Pure NJ Logistics LLC

*2021 - 2024 | New Jersey, USA*

- Led strategic operations for a 3PL provider specializing in e-commerce fulfillment and returns.
- Implemented and managed Logiwa WMS as the primary warehouse management system.
- Specialized in API integration, developing connections between Logiwa WMS and Amazon, Walmart, Shopify, and other marketplaces.

### E-Commerce & Reverse Logistics Specialist - iFulfillYou

*2020 - 2021 | North Bergen, USA*

- Pioneered Amazon removal services, reverse logistics, and e-commerce fulfillment solutions.
- Integrated Logiwa WMS as the core warehouse management system.
- Led WMS implementation, overseeing integration, setup, and training of staff.

## **Founder & General Manager - Lantronics USA**

*2017 - 2020 | New Jersey, USA*

- Established and managed a specialized logistics company focused on high-tech and electronic products for the Israeli industry.
- Integrated Logiwa WMS and IoT tracking solutions to enhance supply chain visibility and efficiency.
- Built strategic partnerships with Israeli defense and high-tech industries.

## **IT & Logistics Expert - EZ (Self-Imports for Individuals in the USA)**

*2015 - 2017 | Tel Aviv, Israel*

- Provided IT and logistics expertise for self-imports, focusing on personalized shipping solutions for U.S. customers.
- Assisted in automating order fulfillment and shipment tracking systems.

## **Co-Founder & General Manager - Lantronics Israel**

*1990 - 2015 | Israel*

- Co-founded and managed the company, overseeing strategy and operations for 25 years.
- Expanded the company's portfolio to include network management, cybersecurity, and cloud-based services.

## **Education**

Practical Engineer - Microchips & Electronics

Singalovsky Institute, Israel