

URI REFAEL BAUM

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PERSONAL INFORMATION

- Date of Birth: Sep. 21, 1978
- Nationality: Israeli

SUMMARY

I am a long time professional B2B marketing strategist and team leader with vast experience in developing marketing, growth hacking and content strategies to SMBs SaaS companies, as well as working with and for publishers. I held various jobs, both in the start-up scene and in the Israeli press. I know digital content extremely well and super knowledgeable in content marketing and strategies.

I am the director of marketing at Binaris. Our mission is to make serverless functions the default architecture for building applications in the cloud and beyond. We enable developers to be more innovative and provide more business value. Prior to Binaris, I held senior roles in innovative SaaS companies.

Before I entered the “startups world” – I was the chief editor of 2 large Israeli news websites (nana10/Channel 10 news and Maariv).

I am married and a father of 2 girls. For my B.A. I studied political science at Tel-Aviv University, and continued to an MBA in Marketing from Baruch’s Zicklin School of Business in New York City. When out of office, I spend most of my time with my daughters. Some of my other interests include traveling, writing and cooking.

TOP SKILLS

- Broad experience in marketing, growth hacking and content marketing strategies
- Excellent communicator
- Familiar with the press map
- Established partnerships with public and private organizations
- Highly innovative and results/data driven
- High level written and oral expression and experience in writing articles
- Strategic planning
- Team management

EDUCATION

M.B.A in Marketing at CUNY – Baruch College, NYC and Israeli College of Management

- Executive program

B.A in Political Science, Tel-Aviv University

PROFESSIONAL EXPERIENCE

2018-Present: I am the director of marketing at **Binaris**. At Binaris we break the performance and cost barriers to enable serverless functions to be used for many use cases, including AI, IoT, streaming and more.

- Ownership of all aspects of the company's strategic messaging and positioning across all activities, audiences, and geographies.
- Lead and manage Binaris' online assets including messaging, content and design.
- Managing all aspects of the company's marketing operations, lead generation efforts, online assets, conferences, and product-related content.

2016-2018: I developed the content strategy for **Stratoscale** - the cloud infrastructure company. This means leading content marketing team (and strategy), creating an efficient content Gantt and delivering our messages in various platforms. The day-to-day job included:

- Managing a large team of content producers (+15) and close work with other departments (sales, product, customer success, etc.).
- Support sales, business development teams with content marketing assets, case studies, etc.
- Lead and manage Stratoscale's online assets including messaging and content.
- Direct involvement in all aspects of the company's marketing operations, focusing on strategic messaging and industry/product-related content.

2013-2016:	<p>Content Strategy Director at Wibbitz:</p> <p>At Wibbitz we have developed an innovative technology that can turn any text based article on the web into a short video within seconds. Wibbitz helps top publishers produce high-quality video inventory out of their own written content to maximize revenues from in-video ads.</p> <ul style="list-style-type: none"> • Developed and executed strategies to support world-wide publishers in “videoizing” their content. • I built partnerships with top publishers, such as USA Today, Hearst, Bonnier group, Prisma media, and guided my team for creating dozens of daily top newscasts for them. • Was part of the company’s management group. • I led a large global team of content creators, journalists and voice talents.
2011-2013:	Chief Editor of nana10.co.il – the 3rd largest internet site in at the time.
2012-2013:	Lecturer, Internet journalism course at Ariel University (external lecturer).
2007-2011:	Establishment and management of the nana10.co.il News department.
2005-2007:	Chief Editor of nrg.co.il of Maariv daily newspaper.
2004-2005:	Head of news desk at nrg.co.il.
2002-2004:	News editor for the walla.co.il website.

ARMY SERVICE

1997-2000	<p><u>Non-commissioned officer in the Israeli Army Spokesman's Unit</u></p> <ul style="list-style-type: none"> ▪ Ranked Lieutenant ▪ Section manager ▪ Leading one of the unit's professional public relations courses ▪ Commended twice as an outstanding soldier
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TECHNICAL KNOWLEDGE AND SKILLS

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| ▪ Office | ▪ CMS systems / WP |
| ▪ Windows | ▪ GA |

LANGUAGES

Hebrew: Native speaker
English: Reading, writing, and conversational proficiency