

Yuval Walter

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EXECUTIVE SUMMARY

Strategic **Chief Technology Officer (CTO)** and Information Systems expert with 10+ years of experience in architecting and scaling high-performance digital infrastructures. Expert in bridging the gap between complex technological ecosystems (ERP, CRM, APIs) and operational excellence. Proven leader in driving business growth through AI-driven automation, data-driven strategies, and the management of multi-disciplinary teams in high-scale environments.

PROFESSIONAL EXPERIENCE

CTO – Chief Technology Officer | Digital Commerce Sector | 05.2025 – Present

- **Technical Vision:** Orchestrating end-to-end system architecture and aligning technological roadmaps with aggressive business KPIs.
- **Enterprise Systems:** Directing full-lifecycle implementation of ERP and CRM systems, including complex financial clearing and digital billing engines.
- **AI & Automation:** Leading a strategic shift to AI-based workflows, successfully replacing external creative vendors and achieving significant operational cost reduction.
- **Architecture:** Designing distributed system architectures and robust API frameworks to ensure high connectivity and system scalability.
- **Data-Driven Growth:** Leveraging advanced data analytics to optimize E-commerce platforms, checkout funnels, and conversion rates (CR).

Digital, Internet & IT Division Manager | Yanir Systems | 2019 – 04.2025

- **Division Leadership:** Headed the digital commerce division, scaling monthly turnover to 500K NIS through strategic IT and marketing alignment.
- **Team Management:** Led cross-functional teams (Dev, CX, Logistics, Marketing) to ensure seamless delivery and operational excellence.
- **Global E-commerce:** Managed international operations on Amazon and Shopify, optimizing global product catalogs and UX/UI performance.
- **Process Automation:** Engineered automated workflows for inventory management and financial reporting, integrating core systems with Google Analytics.

Digital & Internet Department Manager | Rami Levy Shivuk Hashikma | 2016 – 2019

- **Marketplace Management:** Managed large-scale e-commerce assets and grocery platforms with over 1M NIS in monthly commercial activity.
- **Operational Scaling:** Led a team of 13 employees, transforming physical retail strengths into digital market leadership.

- **Strategic Optimization:** Managed multi-million NIS development and advertising budgets, focusing on loyalty program growth and ROI.

TECHNICAL CORE COMPETENCIES

- **Leadership:** Strategic Roadmap, Architecture Design, Team Building, Change Management.
- **Systems:** ERP/CRM (Comax, Priority), Billing & Payout Engines, Distributed Systems.
- **E-commerce:** Amazon Seller Central, Shopify, WordPress, Webhooks, API Integrations.
- **Tech stack:** AI Automation, Web Scraping (Playwright/Puppeteer), Data Analytics (Google Analytics).
- **Financial Tech:** Digital Payments, Clearing Systems, Financial Data Integration.

EDUCATION, MILITARY & LANGUAGES

- **E-commerce Course,** HackerU (2014).
- **High School Diploma,** Business & Economics, Hof HaSharon (2006).
- **Military Service:** Combat Soldier, Kfir Brigade (2009).
- **Languages:** Hebrew (Native), English (High Professional Level).