

Bespoke Search Group

QUALIFICATIONS PROFILE

Seasoned C-level executive with progressive experience in all facets of accounting, financial management, operations management, complex global structures, M&A, post-merger integration and executive leadership in public companies, private companies, and the road from private to public company. Highly skilled in collaborating with all members of the organization to achieve business and financial objectives.

Instrumental in developing long term strategic directions, scaling up hyper growth global business, complex global operations, streamlining global financial processes, enhancing productivity levels, introducing process improvements.

led global teams ranging from 10 to 600 individuals, overseeing businesses with revenues ranging from \$25 million to \$1 billion, managed large number of M&A deals and went through the IPO process multiple times, and scaled up businesses 8 X (from \$100M) in 5 years.

Multi-lingual fluency in Hebrew and conversational in French. *Additional core competencies include:*

- ✓ Global Executive Management
- ✓ Global expansion and Scale Up
- ✓ Strategic Planning
- ✓ Scale up (10X)
- ✓ M&A and Post Merger Integration
- ✓ IPO
- ✓ Investor relation
- ✓ Board interface
- ✓ Legal, IT, HR, Product and BD management

PROFESSIONAL BACKGROUND

Chief Financial Officer – Confidential (NYSE listed) – 08/2022 – present (Ed-Tech)

Top level executive in newly Ed-tech public company, with global operations, 5M students on the platform using hybrid model of accredited curriculum delivered on site and online. Leading finance, M&A, IR, Legal, streamline global processes, complex funding transactions.

Confidential (Nasdaq: listed) 08/2020-07/2022)

President & Chief Financial Officer (Fintech – Blockchain, cross boarder payment, and Digital assets)

Confidential is Global exchange and trading platform that offers global access >30 global exchanges via one central account. Addressable market is professional traders who are looking for regulated platform, cheaper and faster transactions, and global trading gate. Apifiny has also mining activity that its output is injected into the trading platform to provide better liquidity , with >2BM monthly trading volume.

Direct all aspect of executive leadership, Legal, Business development, global Compliance (broker dealer license, Finra, MTL license, Gibraltar, Singapore MAS...), financial stewardship, accounting, FP&A, HR, go to market, M&A and IR in hyper growth blockchain environment, digital assets trading platform, preparing X for IPO.

Went through public company readiness process, segregation of duties, ITGS , internal control ,placed the board and different committees , established SEC reporting team , built global finance team , and implemented reporting IT system. Managed multiple Defi and other blockchain projects, as well as cross boarder money transfer.

Confidential, Series A 2019 -2020

Chief Financial Officer & Chief Operating Officer (IOT)

Partnered with former Google-X serial entrepreneur to build an IOT business (digital platform). Direct all aspect of executive leadership, financial stewardship, accounting, FP&A, Operations (Manufacturing, Supply chain, Purchasing, logistic) HR, Business Development, Partnerships, And Retail in IoT market.

Confidential, pre-IPO 2017 -2019

Chief Financial Officer & Chief Operating Officer (Food-Tech)

Directed all aspects of executive leadership, financial stewardship, accounting, FP&A, operations (manufacturing, supply chain, purchasing, quality...), international expansion, product management, legal, HR, investor relations, and IT within food tech consumers products mature startup in a hyper growth environment. Brought on board to turn company business around and prepare company for IPO.

Key Achievements:

- Lead company out of financial crises - turnaround the financial results of the company from significant negative margin results to positive G.M in very short time.
- Recruited new board to the company and brought on board new executive and senior management team.
- Put In the place scalable infrastructure for profitable growth: management team, IT applications (ERP, Purchasing, E&T, HR...), process and control, forecasting, inventory management, product portfolio rationalization, planning process, product management to lead product lifecycle.
- Reshaped the way company is doing operations: Replaced entire outsourced manufacturing partners, change logistic hubs to be in line with customer center of gravity which resulted in significant cost reduction and enhanced logistic efficiency.
- Led global expansion: established Chinese subsidiary, recruited the entire team in China as part of the global expansion plan.

Confidential (Nasdaq: listed) (2011-2017)

Chief Financial Officer & Chief Operating Officer (3D printing)

Took the company public on Nasdaq and directed all aspects of executive leadership, financial stewardship, accounting, FP&A, operations (manufacturing, supply chain, purchasing, quality...), legal, investor relations, risk management, operational excellence, and IT within the global leader of 3D printing solutions corporation with ~\$800M in annual revenue operating in a hyper growth environment. Started as a private company \$120M in revenue and 400 employees and grew in less than 4 years to revenue of ~\$800M and 3000 employees. Managed multi-currency global finance activity, transfer pricing methodology, multi-year planning, FP&A, and global cash management. Handled investor relations including communication with the press, analysts, investors, and bankers. Maintained responsibility for quality control and operations excellence.

Key Achievements:

- Prepared the company to go public and went public late 2012 on Nasdaq.
- Charged with accountability for leading a team comprised of 150 global employees, and 6 regional CFOs.
- Directed global operations across 5 sites, supply chain, engineering, EHS, purchasing, manufacturing, and logistics for a team of 400 people.
- Played a key role in the merger and acquisition associated with > \$1B transactions including structure, tax, D.D., and global post-merger integration synergies implementation.
- Oversaw public fundraising, \$500M transaction equity, and \$250M credit facility with banks syndication.
- Global tax planning and tax optimization with a significant contribution to the company bottom line.
- Responsible for operations associated with the production of complex H/W products, software and material, optimization of WW production floors, global purchasing, planning, manufacturing engineering, manufacturing quality, and logistics.

Confidential (Nasdaq: Listed) (2004-2011) (advance manufacturing machines for PCB, FPD and Semiconductors)
Corporate Vice President of Finance and CFO (2009 – 2011)
Corporate Vice President of Finance (2008 – 2009)

Served as an integral member of the company executive management team responsible for global finance, accounting, taxation, treasury, legal, SOX, risk management, strategic planning, and budgeting for a company with \$700M in annual revenue. Supervised and motivated 30 people in LTD, 6 regional CFOs and a total team of ~100 globally. Led multi-currency hedging activity, transfer pricing methodology, and global cash management. Managed revenue recognition for the deal structure. Oversaw fixed versus variable structure, breakeven point model, and cost reduction activities. Communicated with internal/external auditors and legal advisors.

Key Achievements:

- Led business model modification process defining breakeven point level, change significantly Fix to variable cost structure of the company.
- Oversaw merger and acquisition for \$300M transaction including structure, tax, D.D., and global operational synergies implementation.
- Participated in due diligence for acquisitions deal structure and company valuation.
- Performed global tax planning including LTD, USA, Europe, Japan, HKG, China, Korea, Taiwan, and Singapore.
- Played an instrumental role in production floor optimization, manufacturing strategy, outsourcing strategy, and parts planning.
- Implemented Oracle ERP globally.

Vice President of Finance and Operations – Confidential (2007– 2008)

Maintained responsibility for a \$300M entity including finance and operations in Pacific Hong Kong, China, Korea, Taiwan, Singapore, Thailand, and Vietnam. Managed group of 55 people in the Pacific. Served also as general manager of Korea responsible for the company business performance in Korea.

Vice President of Customer Support, Finance and Operations – Confidential (2004– 2007)

Charged with accountability for all customer support, finance, and operations activity in Belgium, France, Italy, Finland, UK, Germany, Hungary, Russia, and Spain for an entity with \$50M in annual revenue. Directed business and operations, finance, budgeting, legal, MIS, HR, operations, and logistics.

EDUCATION & CREDENTIALS

Bachelor Degree in Economics and Accounting

Tel Aviv University

Master Degree in Business Administration and Finance

Tel Aviv University

Credentials: Certified CPA (ISL), Finra Series 7&24

