

BESPOKE SEARCH GROUP

COO/CCO/CEO

GENERAL MANAGEMENT EXECUTIVE

Collaborative Leadership | Strategy | Digital Transformation

Energetic, innovative leader with extensive experience directing and executing strategic vision and global operations including building and leading high-performance teams, prioritizing strategies and initiatives, and designing and delivering Go-To-Market, operations, customer success and enablement programs. Collaborative communicator demonstrating ability to coordinate with cross-functional teams, stakeholders, and executives to align priorities and achieve goals. Analytical professional skilled in leveraging data to improve processes, capitalize on best practices, and influence organizational change.

CORE PROFICIENCIES

Operations | Go-to-Market & Sales Strategy | Product Roadmap | Channel & Alliances | Digital Transformation
Stakeholder Management | Relationship Building | Interpersonal Communication | Customer Centricity | Partner Growth

PROFESSIONAL EXPERIENCE

ADVISORY, BOARDS & MENTORSHIPS

09/2023 to Present

- **Confidential Ventures** - GTM & Operational advisor to Portfolio companies of a\$1.9B AUM VC.
- **Confidential** - Assisting CEO of a generative AI startup in shaping corporate vision, optimizing organizational structure, and orchestrating fundraising initiatives for sustainable growth.
- **Confidential** - Mentor to Portfolio companies.
- **Confidential** - Advisor to CEO of a Supply Chain AI revolutionary startup.
- **Confidential** - Accelerator Mentor
- **Confidential** - Advisor to CEO of an R&D AI SaaS platform
- **Confidential**- Advisor to CEO of a Voice recognition company; Assisted CEO to secure funding from Cisco (2021-2023)

CHIEF OPERATING OFFICER

01/2022 to 09/2023

Confidential, Series E

- As a seasoned professional in the SaaS domain, I orchestrated and streamlined the entire spectrum of company operations, a pivotal contribution that catalyzed an impressive 120% surge in sales growth. My multifaceted responsibilities encompassed overseeing critical areas such as Service, Customer Success, Manufacturing, Regulation, S. Chain, and Business Operations, harmonizing their synergies to achieve optimal efficiency and seamless functionality.

Noted Accomplishments:

- Achieved an impressive **9x Gross Margin Improvement**.
- Spearheaded the design and successful launch of a **companywide cross-functional operating system**.
- Deployed innovative strategies and tactics resulting in a remarkable **75% improvement in delivery velocity** and a substantial **20-point increase in delivery accuracy to a 95% level**.
- Pioneered the **establishment of new Biz Ops and enablement functions**.
- Introduce cutting-edge processes and tools for **seamless quote-to-cash, ERP, and service management**.
- Successfully **implemented ISO 9001 and ISO 80079 standards**.
- Led the seamless **onboarding of new hardware sub-assembly manufacturing line in the Philippines**.
- Successfully launched **new business operations in diverse geographies**, including Asia, Africa, and Latin America.

HEAD OF BUSINESS PROCESS EXCELLENCE

06/2020 to 12/2021

Fortune 500

- Directed strategy and process operations by identifying opportunities and developing comprehensive solutions such as targeted centers of excellence, training and workshops, streamlining projects, and integration and adoption of technology.

Noted Accomplishments:

- Established an Agile at Scale Center of Excellence with SAFe, Agile, and Design Thinking experts to foster a culture of innovation, drive thoughtful coaching, and design and deliver innovative training programs.
- Guided development and implementation of training and workshops supporting 1K top leaders including executive leadership team and the CEO.
- Built Process Mapping and Redesign Center of Excellence and hired Lean Six Sigma Black Belts to elevate and support key transformation projects with hundreds of participants across all geographies saving up to \$400M.
- Working with leading System Integrators (SI's) and deployed productivity tools such as ServiceNow for portfolio management and Celonis for process mapping and led development of engagement tools.

STRATEGY LEAD & CHIEF OF STAFF FOR CHIEF TRANSFORMATION OFFICER

11/2019 to 06/2020

Fortune 500

- Designed strategy and organizational structure focused on gaining competitive advantage and reducing spending by billions of dollars with digital transformation, utilizing cultural change, introducing innovative new platforms, and customer centricity.

Noted Accomplishments:

- Contributed to the development of a 2K employee transformation organization by consolidating IT, data, and software development teams and centralizing transformation projects.

CHIEF OF STAFF FOR PRESIDENT OF AMERICAS

11/2018 to 10/2019

Fortune 500

- Prioritized and directed strategies in partnership with President of Americas supporting \$26B operations in US, Canada, and Latin America including executive reporting, transformation initiatives, and customers and partners' engagement.
- Advanced organizational goals by developing and leading customer and employee engagement activities and programs for 8K employees such as Diversity and Inclusion initiatives based on data from customer and employee pain point analysis.

Noted Accomplishments:

- Collaborated with the President to meet 2.5K team members within 10-months and improve communication strategies across US, Canada, and Latin America workforces resulting in a 92% employee satisfaction score in 2019.
- Prepared sales and business performance reporting and coordinated activities for executive leadership team and CEO leading to a 30% improvement in profitability and maintaining #1 market share for PC and print.
- Introduced customer and partners engagement programs enhancing and managing C-suite customers, partners and alliances relationships, driving growth initiatives, and contributed to activities that secured deals valued in the billions.

WORLDWIDE BUSINESS OPERATIONS MANAGER

08/2017 to 10/2018

Fortune 500

- Managed graphics division business operations by developing and implementing innovative programs supporting \$3B in annual digital print solution sales.

Noted Accomplishments:

- Coordinated request for proposal (RFP) and led negotiation with financial organization to offer customer financing enabling sales growth and saved \$10M+.
- Served on executive committee and board of X (Graphics User Group) to drive digital transformation and enabled sales through training, tools, and customer-focused initiatives resulting in a 15% growth rate for participants.
- Introduced a leadership change management process to align cross-functional departments leading to an investment agreement to secure sales enablement tools and enhanced processes.
- Built Business Intelligence and Analytics Center of Excellence to discover sales opportunities and prioritize existing funnel opportunities resulting in identification of \$1B in sales opportunities.

GENERAL MANAGER

08/2013 to 07/2017

Acquired by Fortune 500

- Led Asia Pacific and Japan operations with P&L of \$250M, 100+ cross-functional team members, and 20+ channels.

Noted Accomplishments:

- Utilized SaaS methodologies to turnaround business - growing revenue by 15% with 7x improvement in profitability.
- Deployed customer success teams and methodologies doubling customer net promoter score (NPS).
- Increased market share to 75% and grew China business to be the second largest country worldwide.

SALES & BUSINESS DEVELOPMENT MANAGER/CATEGORY MANAGER

05/2010 to 07/2013

- Spearheaded sales and category operations across four industry segments in Asia Pacific & Japan supporting regional deals valued at up to \$10M including pricing strategy, product launches, planning, and competitive intelligence initiatives.

Noted Accomplishments:

- Developed comprehensive strategies delivering 20% YOY sales growth and a market share of 70%.

Additional Experience:

- **PRODUCT MANAGER & STRATEGIC ACCOUNTS MANAGER | Fortune 500** *Planned long-term roadmap, partnered with research and development, and managed product development high-value accounts generating \$750M in revenue.*
- **STRATEGIC CONSULTANT | Boston Consulting Group (BCG), Toronto, Canada;** *Reorganized second largest telecom company in Canada realizing \$100M cost reduction and \$200M cross-selling opportunities and created Toronto Regional Research Alliance leading to creation of a new \$500M venture capital.*
- **CO-FOUNDER/VP OF MARKETING | Confidential** *Directed startup and ongoing operations for a 45-employee organization by co-authoring three technology patents, securing \$6.25M of seed and series A financing and launching domestic and international offices.*
- **STRATEGIC CONSULTANT | Deloitte Consulting, M&A Division, Israel;** *Prepared high-tech clients for private placement, merger and acquisition, and foreign strategic alliances, and guided due diligence.*
- **AIR FORCE VETERAN | Israel Air Force Intelligence**

EDUCATION & CREDENTIALS

Master of Business Administration, Finance & Marketing, Kellogg School of Management, Northwestern University

Bachelor of Arts, Law, Buchmann Faculty of Law, Tel Aviv University

Bachelor of Arts, Accounting, Recanati School of Business, Tel Aviv University, US CPA Diploma

MIT FinTech Program, Future Commerce