

SENIOR STRATEGIC MARKETING AND BRANDING EXECUTIVE

Results driven and customer focused Marketing and Branding Manager with 15+ years expertise in International markets with a rare blend of entrepreneurial drive and consumer research experience, leadership and initiative, analytical and intuitive skills. Effective and dynamic team leader operating \$0.5-20M budgets with a strong reputation for translating vision into business strategies leading to brand/product volume, equity, market share and profitability goals. Expert in strategic linking of marketing and branding development while being mindful of each client's brand, vision, mission and social impact. Invited mentor and speaker.

Marketing Strategy

Proven track record of leading successful marketing strategies, consistently exceeding goals, increasing market share and revitalization of product channels. Expert in synthesizing market research and competitor analysis with consumer insights methodology, leading to expansion into new markets, business diversification and accurate forecasting of category trends.

Brand Management

Visionary brand manager conceptualizing and implementing brand identity and architecture for innovative products. Delivering impactful award-winning branding and re-branding strategies by strong brand positioning and differentiation, and long-term strategic roadmapping. Developing innovation, brand narratives, promotions, PR, events, digital and social media presence.

PROFESSIONAL HIGHLIGHTS**RINAXXXX GLOBAL MARKETS CONSULTING LLC, Tel-Aviv, Israel****2011-Present**

Multi-service agency consulting on marketing & brand strategies specialized in multicultural markets and unlocking hidden market opportunities for a global commerce.

Owner and General Manager

Launched a successful company with national and international portfolio with and grew business by 300% in four years. Responsible for all phases of research, strategic positioning, branding and business development activities resulting in high client satisfaction and retention. Acted as brand representative/spokesperson for clients at industry and special events locally and globally.

- Established Global business strategies for Eastern European and Russian companies, developed new global markets primarily in FMCG and CPG categories in USA, China, South Africa, Western & Eastern Europe and emerging CIS (Commonwealth of Independent States). Clients include the largest manufacturers of wheat flour and baking goods in Russia and Romania with a total brand value of +\$300M.
- Analyzed current market trends and global opportunities enabling business and brand expansion into completely new countries, transforming clients' product and brand portfolio.
- Presented briefs and negotiated contracts with local and global research institutes, branding and digital media firms (TNS Global, Nielsen Company, Businessstat-Russia, D&D Research-Romania).
- Built brand identity strategy for "MilkSense", the world's first breast feeding monitor, which won first place award in "World of Baby Care" category in 2013.
- Recruited by TNS Global to lead implementation of a new "TNS Signature" analysis model in TNS-Israel by training Development Team of 50 researchers ensuring final TNS product meets internal standards.
- Acted as in-house Marketing/Branding Director for Future Crops Ltd, an innovative start-up, responsible for all phases of new market entry for a new product/brand, marketing roadmap, campaign roll-out and brand creation, resulting in €1.5M seed investment by Carrefour.

J. WALTER THOMSON MARKETING WORLDWIDE, NY, USA
European Sector, Israeli Office

2007-2011

Director of Strategy Division fast-tracked to V.P. of Strategy
Senior Strategist, Planning Division

2009-2011
2007-2009

Managed platform-level executive relationships of both agency and client and organizations. Directly reported to CEO, produced high-level reports to internal stakeholders, strategic partners and key customers. Responsible for annual budget of \$23.5M and led team in marketing-communication activities, brand equity campaigns and expansion of product portfolio.

- Analyzed marketplace and competition to determine the most effective sales strategies for increasing advertising revenues across all multi-platforms including product position and pricing handling 15-10 clients annually
- Led reinforcement and growth of “Materna Baby Formula” brand portfolio to overwhelming market capture of 70% against strong competition of newcomers’ global giants Abbott and Nutricia/Teva, achieving leading status in infant nutrition in Israel resulting in Nestle buyout of a Materna company.
- Analyzed newly positioned Materna brand awareness within local markets, persuaded Nestle to deviate from standard practice and maintain Materna branding. Nestle subsequently re-branded “Gerber Baby Food” products under Materna brand umbrella in Israel and, as projected, became a market leader in baby food category.
- Developed and supervised luxury brand re-structure and architecture for Isrotel Exclusive Collection Luxury for Isrotel Hotel chain, achieving an increase of 129% in total sales in a course of one year (2011).

MIGZARIM MARKETING COMMUNICATIONS, LLC, Tel-Aviv, Israel

1997-2006

Full-service advertising firm specializing in marketing for clients targeting domestic multi-cultural segments.

Co-founder and Member of Board of Directors

Director of Strategy Department

2001-2006

Director of Account Management Department

1997-2000

Responsible for the entire portfolio of up to 35 accounts with average annual budget of \$12M. Focused on maximization of market share and revenue growth for clients. Pioneered diversity marketing in Israel in categories of spanning Retail, Finance, Pharma, Mobile Communications and Customer Experience, including Coca-Cola.

- Established and systematized diverse marketing strategies to further expand product visibility in different previously considered impenetrable demographic segments, targeted 50+ sectors and sub-sectors based on religion, ethnicity, culture and social environment.
- Lead team of 70 direct/indirect reports including strategic planners, account executives, creative and PR teams with strong emphasis on accurate sectors’ identification, crafting brands resonating with the audience and expanding to new segments while meeting client’s brief and budget.
- Liaised cross-functionally with external/internal product, technology and sales teams and provided value add competitive environment analysis and Nielsen analysis of market research, formulating strategic recommendations for product and channel expansions.

EDUCATION

HEBREW UNIVERSITY OF JERUSALEM, Jerusalem, Israel

MA, Communications, (thesis: “Marketing – Communication Strategy and Innovative Models”)

BA, major in Interdisciplinary Studies, emphasis **Communication and Journalism** and minor in **Spanish Language**

PROFESSIONAL DEVELOPMENT/TRAINING

Ministry of Economy of Israel, Business Association, Tel-Aviv, Israel	
"Digital Marketing" course (6 months)	2015
"Etsy and Pinterest" course (3 months)	
Google Display, Google Campus, Tel-Aviv, Israel	2015
Google Analytics Training	
Unilever, France, Cannes	2012
Executive Marketing Workshop	

BUSINESS DEVELOPMENT & TRADESHOWS

Fruit Logistica Tradeshow, Germany, Berlin	2015
Exhibitor and speaker for Future Crops Ltd	
The SIAL International Food Exhibition, France, Paris	2014
Exhibitor for Future Crops Ltd	
Presenter in business development meetings for Makfa Group OJSC	

TEACHING AND MENTORING

Recanati Graduate School of Business Administration, Tel- Aviv University	2014 – Present
Delta-Start-up Studio, pre-accelerator workshop geared toward start-up founders and venture capitalists.	
Invited Mentor in "Marketing Insight and Trends" sessions	
The Open University of Israel, Ra'anana, Israel	2014 – Present
A leading provider of distance learning in Israel	
Lecturer on various subjects including marketing strategy, branding strategy, global markets insights	
consistently receiving speaker/lecturer students' evaluations of 4.87/5	

AWARDS AND RECOGNITIONS

"Tara Dairy" YouTube movie an Effie Award recipient (wrote a brief and a script)	2011
Judge in Effie Awards	2011-2012
"Excellent Employee Award" from The Israeli Diamond Exchange	1995

FOREIGN LANGUAGE PROFICIENCY

English, Russian, Hebrew - native proficiency, Spanish- intermediate professional proficiency, Chinese- limited proficiency.