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EXECUTIVE SUMMARY

Senior Marketing and Investor Relations executive with extensive experience across industries, including global SaaS and enterprise software, tech, telecom, and consumer goods. Recognized for shaping strategy, partnering with C-suite and board, and elevating marketing as a critical lever for revenue growth, brand equity, and long-term enterprise value. Strategic, visionary marketing leader with a proven track record in leading global marketing strategies for B2B companies. Experienced in building and scaling high-performing marketing organizations.

CORE COMPETENCIES

- **Leadership:** Global Marketing Leadership, Business and Growth Strategy, New Business Development
- **Digital and Analytics:** AI-Driven Marketing and Analytics, Multi-channel campaigns, ABM-led Demand Generation
- **Strategy:** B2B and Go-to-Market, Executive Spokesperson, Corporate Communications

EXPERIENCE

2026-Present **Self-employed | Chief Marketing Officer (CMO) | Strategic Advisor**

- Advising enterprise SaaS and technology companies on growth strategy, go-to-market, and marketing transformation to drive scalable revenue and enterprise value, built on 25+ years of global leadership experience.

2022-2026 **Sapiens | Chief Marketing Officer (CMO) & Head of Investor Relations**

Global enterprise SaaS provider for the insurance industry | \$600M revenue

- Built and scaled a team of 50 marketing professionals, aligning execution and strategy to accelerate growth and improve GTM performance for a ~\$600M company.
- Managing a \$9M global marketing budget, achieving a 65% YoY increase in lead generation and a 39% uplift in marketing-generated opportunities.
- Driving over ~40% of total opportunities and ~60% of new logo opportunities through a marketing-led pipeline, directly fueling revenue growth and sales performance.
- Executing multi-channel campaigns, ABM, and partner co-marketing programs
- Unified Sapiens global brand positioning across markets, lifting awareness, enhancing perception, and increasing share of voice.
- Directing global and regional GTM strategies, aligning teams to accelerate market entry and drive growth.
- Shape and execute an investor relations strategy that broadened the global shareholder base, reinforced market confidence, and supported enterprise value growth through consistent, strategic engagement with institutional investors and analysts.

2020-2022 **Vitech Systems Group | Chief Marketing Officer (CMO)**

- Elevated Vitech's market position to industry leadership through strategic repositioning, innovative campaigns, and credibility-building initiatives that strengthened presence and stakeholder trust.
- Architected and executed multi-channel demand generation programs that significantly increased marketing-sourced pipeline and accelerated sales velocity.

- Headed strategic planning initiatives, aligning marketing goals with business objectives to drive measurable growth and improve customer engagement.
- Partnered with the executive leadership team to shape strategy, ensuring marketing initiatives supported overall company vision and objectives
- Led external and internal communications, fostering a cohesive brand voice and engaging messaging that resonated with clients, employees, and partners.

2014-2020 **Sapiens | CMO & Head of Corporate Communications**

- Built and scaled a global marketing organization from the ground up to support Sapiens' international expansion across key markets.
- Established the global brand infrastructure, positioning Sapiens as a recognized enterprise SaaS provider in the insurance industry across key international markets.
- Developed and led corporate communications strategy, creating a unified external voice across regions to support growth and market credibility.
- Directed go-to-market strategy across new geographies, aligning marketing execution to accelerate market entry and build pipeline in emerging markets.
- Laid the foundation for the demand generation engine that would drive 40%+ of company pipeline in subsequent years.

2011-2013 **Partner Communications Ltd. | Head of Investor Relations**

- Developed and led the global investor relations strategy for Partner Communications (Traded on NASDAQ and TASE with annual sales of \$1.5 billion), during a period of significant regulatory changes, ensuring consistent, transparent communication with the capital markets.

2006-2011 **Strauss Group | Director of Investor Relations**

- Developed and executed the global investor relations strategy for Strauss Group, a global food & beverage company (Traded on the TASE with 2011 sales of \$1.6 billion).
- Shifted Strauss's investor base from Israeli-dominated to a more globally balanced profile through targeted international IR strategy and outreach.

2000-2006 **ADAMA | Investor Relations Officer and Corporate Secretary**

- Managed all IR activities and financial communication of ADAMA, a leading global crop protection company and one of Israel's largest industrial corporations
- (Traded on the TASE with a 2006 turnover of \$1.8 billion).
- Corporate Secretary of ADAMA and its subsidiaries in Israel.
- Managed all PR activities, including PR, external communications, and local and international media relationships to ensure cohesive PR and IR messages.

ADDITIONAL EXPERIENCE:

Victoria's Secret Beauty | Senior Financial Analyst
Saks Fifth Avenue | Manager of Financial Planning

EDUCATION

- MBA in Finance and Marketing, Pace University, NYC, NY
- B.Sc in Biology, Tel Aviv University, Israel

AWARDS

- Global B2B CMO AWARDS: Recipient of the Top 100 award in the technology sector for 2024.
- Maccabi World Union: Chairman of the New York City Maccabi Women's Forum.

LANGUAGES

English, Hebrew