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Strategic Sales, Marketing and Business Development

Global BD, Sales & Marketing*:* Technology & Engineering Based Products/Processes | Cleantech | Manufacturing

Proven track record of success in building & managing distribution networks and sales teams; Sales Managers, Sales Engineers and Inside Sales to sell solutions & projects in North American and diverse global markets delivering significant revenue growth.

Dynamic, entrepreneurial, tech-savvy, sales & marketing executive manager with repeated successes in launching, restructuring, and creating strategic value for start-ups, mid-level and multi-national corporations with technological innovations for manufacturing, industrial/civil engineering and technology sectors.

Engaging sales leader who quickly assimilates emerging technologies, manages complex, long sales cycles, targeting key decision makers in complex environments, implementing hunt/fish/farm tactics, identifying and focusing on customer needs and pain points for business closure.

Skilled, digital/inbound/outbound marketer and communicator. Providing acute business insights & strategic marketing expertise. Experienced in building multi-million dollar strategic partnerships with global stakeholders in public and private equity settings including; Cybersecurity, HLS, Industrial & Civil Engineering, AgTech, Water and Wastewater, HVAC, Plastics and Manufacturing.

Citizenships: United States and Israel.

**Areas of Expertise**

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| * Revenue Generation * Negotiator & Deal Closer | * Multi-tasker meeting deadlines & targets * International & Multi-Cultural Business Experience |
| * Go To Market Strategy | * Compelling Written & Verbal Communication |
| * Sales Strategy / Execution, Customer Centric | * Corporate, C-Level & Board Relationships |
| * Leadership, People Skills & Task Prioritization | * New, Emerging & Traditional Technologies |

# Professional Experience

**VP Sales & Marketing** (2019 to Present)

Fast-track revenue generation and sales pipeline buildup in Startup  
Global (Cybersecurity, Operational Reliability and Process Optimization for IIOT in OT and Industrial Control Systems)   
Branches – U.S., Israel, | Markets: NA, Europe, Israel, GCC, APAC, and LATAM

* Managed Sales to Key Electric Utilities in U.S., Water Treatment Plants in Singapore, Nuclear Facilities, Department of Defense, Chemical Manufacturers, Communication & Security Operations Center (SOC)
* Fast-Track Revenue Growth: 878% vs. previous FY
* Pipeline Growth: +1,290%, Leads: +917%, Sales Opportunities: +240%, Value Added Re-sellers (VARs): +1,740%
* Go-To-Market Plan, Product definition, SaaS Pricing Model and full scale SEO, PPC, SMM digital marketing and collateral (Case Studies, Client Testimonials, Webinars)
* Recruit /mentor NA & international sales & marketing teams, implement 10 user Salesforce CRM w/100% adoption w/in 60 days.

**Management Consultant** (January 2015 to 2018)

Independent – Israel, U.S.A., Canada

Develop unique, effective strategies and initiatives that dramatically improve business performance and growth.

Apply business and communication skills to create sales and distribution networks, delivering presentations to key stakeholders, lobbying government, regulatory agencies and industry Key Opinion Leaders (KOL). Identify and capitalize on opportunities to increase market penetration and diversify services and products.

### Selected Accomplishments:

* Drove client's business unit revenues up by 25% and sales pipeline by 30% by implementing comprehensive sales team training and mentoring programs.
* Streamlined clients' sales operations and drive up profits implementing Salesforce CRM and high-quality lead generation implementing Pardot Marketing Automation Platform (MAP).
* Achieved a multi-million dollar projects award for high priority, national emergency project; creating and delivering presentations and an offering to meet the priorities of government and community decision makers.

Consistently closed complex deals that significantly increased revenues, market share, and profitability.

**VP of Business Development & Marketing, Executive Responsibility for Sales** (2007 to 2015)

Spearheaded business development and marketing including distribution, website, public relations, branding, and campaigns.  
PRS Mediterranean Ltd., Global, (Geotechnical & Civil Engineering Infrastructure)   
Branches – Israel, UK, Poland, Russia, Czech Republic, Spain, and Portugal | Markets: NA, EMEA, APAC, and LATAM

Applied expertise to pinpoint market, industry and customer trends, architect strategy, plan global expansion and create strategic partnerships. Initiated outreaches such as exhibitions, online presence, webinars, training and trade and industry media relations. Directed the global marketing budget, contracts, and sub-contractors. Continually pursued high quality lead generation through advanced technologies. Drafted white papers and compelling marketing collateral.

Held executive responsibility for sales management and mentoring of regional teams to formulate the annual sales and marketing plan. Drove additional sales growth by successfully championing and launching new technologies such as Salesforce and Dynamics Customer Relationship Management Systems (CRM) serving a global sales team and automating sales opportunity management on a customized international, company-wide platform.

# Selected Career Accomplishments:

* Recruited, built, and mentored a dynamic team in which members displayed a 'can do' attitude, meticulous attention to detail, sense of urgency to get the job done, and the drive to succeed.
* Spearheaded global marketing strategies and performance management initiatives to achieve 20% year over year sales growth plus a 50% expansion of the sales pipeline to over $100 Million in PRS Mediterranean.
* Built multi-million dollar strategic partnerships and established distribution networks in North & South America, EMEA, APAC and military/HLS markets for DryKor, Electronics Line, PRS Mediterranean and other client companies.
* Generated revenues exceeding an initial $70 Million sales commitment by accurately identifying the potential of a business opportunity in the Canadian Oil Sands for PRS Mediterranean.
* Drove a 25% increase in business unit sales and grew the sales pipeline by 50% by rolling out comprehensive training, delivering intensive coaching, and implementing Salesforce CRM in a client company.
* Initiated and implemented the launch of an international, multilingual Search Engine Marketing (SEM) program that encompassed Search Engine Optimization (SEO), Social Media Marketing (SMM), Paid Search Advertising (PPC), and targeted traffic growth with a 900% ROI in PRS Mediterranean.
* Continued habit of excellence after promotion to US General Manager by revamping pricing, strategic partnerships and distribution, which skyrocketed sales to achieve 100% growth while cutting costs 50% in Drykor Inc.
* Earned the UK's Ministry of Defence Award for excellence in bid preparation for the United Kingdom of Great Britain and Northern Ireland’s winning bid for a multi-year supply contract tender for PRS Mediterranean.
* Achieved the Industrial Fabrics Foundation Innovation Award by creating a unique global brand campaign for PRS.
* Led Structural Pavement Design Method development which incorporated the latest road paving standards and Total Cost of Ownership Life Cycle Cost Analysis Software for PRS Mediterranean.
* Created strategic partnerships and implemented an MOU with China Mobile to effectively market to the China telecommunications sector for Electronics Line 3000 – vastly outpacing B2B and B2C sales targets to reach 100% revenue growth in the China market.
* Conceptualized and executed B2B/B2C marketing strategy resulting in a market repositioning from seventh place to third place with Eitanit Building Products, Inc.
* Initiated and organized a consortium that captured a $38.8M construction, operations and maintenance contract for the Hadera Waste Water Treatment Plant. Managed EPCM projects with Wastewater Purification Israel Ltd.
* Captured capital equipment supply contracts for nearly all wastewater treatment plants built in Israel between 1992 and 1998 with Wastewater Purification Israel Ltd.

# Previous Professional Experience

**Senior Sales, Marketing, Business Development Director** (2005 to 2007)   
Electronics Line 3000 Ltd – Public (Frankfurt Exchange), Global Company – Israel, UK, U.S.A.

(Manufacturer of Wireless Security, Access Control, IoT, Remote Management for Military, Residential, Commercial, and HLS)  
India, Asia, Pacific-Rim, Oceania

**CEO** (2003 to 2005)   
DryKor Inc. – USA, (Manufacturer of Liquid Desiccant Dehumidification and Cooling HVAC Systems)

**Vice President, Global Sales & Marketing** (2000 to 2003)   
DryKor Ltd. – Global, (Manufacturer of Liquid Desiccant Dehumidification and Cooling HVAC Systems)

**Vice President, Sales & Marketing** (1998 to 1999)   
Eitanit Building Products Inc.| Pipelast Company – Israel (Manufacturer of Polymeric Building Materials)

**CEO** (1992 to 1998)   
Wastewater Purification for Israel Ltd – Israel

**Management Consultant** (1988 to 1992)   
Intermark – Israel, U.S.A.

**Investment Analyst & Project Manager** (1985 to 1988)

Yitzur U'Pituach (Jewish Agency & United Kibbutz Movement) – Israel

**CEO - Economic Activities** (1981 to 1985)   
Kibbutz Yahel – Israel (Agricultural Cooperative)

# Military Experience

**Combat Infantry Commander •** Israel Defense Forces

# Education & Training

**Bachelor of Liberal Arts and Sciences •** University of Illinois – Chicago, IL

**Studies in Master of Science in Management • Boston University – Boston, MA / Ben Gurion University – Beer Sheva, Israel Effective Negotiating® Certificate** • Internationally recognized Karrass Effective Negotiating® Course - Beverly Hills, CA

**Global Consulting Practicum** • Wharton School of Business, University of Pennsylvania – Philadelphia, PA

# Awards

Industrial Fabrics Foundation Innovation Award.

Ministry of Defence Award, Ministry of Defence, United Kingdom of Great Britain and Northern Ireland