

**Benny Hochster**  
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## **Sales & Business Development**

### **PERSONAL DATA**

<b>Citizenship:</b>	USA / Israel / Germany
<b>Languages:</b>	English and Hebrew – both mother tongues. (Basic German too )

### **WORK EXPERIENCE**

<b>2000-2003</b>  <b>Regional Sales Director (European Territories)</b> <b><u>OpticalAccess Inc.,</u></b> <b>Jerusalem</b>	<ul style="list-style-type: none"><li>• Created and supported distribution channels in European territories.</li><li>• Managed relationships with strategic customers within the cellular industry.</li><li>• Led high-level negotiations.</li><li>• Developed business opportunities and business leads.</li><li>• Held professional presentations regularly.</li><li>• Replied to international RFPs/RFQs.</li><li>• Attended International exhibitions &amp; conferences.</li><li>• Created and managed relationships with European cellular operators.</li><li>• Generated revenue and activity from a market, brand new to the company.</li><li>• Led high-level negotiations with largest communication companies in Europe.</li></ul>
<b>2003-2004</b>  <b>VP Sales &amp; Marketing</b> <b><u>LeatherLux LTD</u></b> <b>Jerusalem.</b>	<ul style="list-style-type: none"><li>• Created and managed sales activities , both local and overseas.</li><li>• Led a team of sales representatives.</li><li>• Led high-level negotiations with large customers and distributors.</li><li>• Initiated and attended International exhibitions &amp; conferences.</li><li>• Initiated and managed the company's Internet website and sales.</li></ul>
<b>2005-2007</b>  <b>VP Sales &amp; Marketing</b> <b><u>OptiWay LTD</u></b> <b>Netanya.</b>	<ul style="list-style-type: none"><li>• Led the company's marketing activities</li><li>• Defined sales and marketing targets and objectives</li><li>• Prepared Business and marketing plans for employees and investors</li><li>• Initiated and managed our relations with strategic partners, investors and customers</li><li>• Prepared and managed all marketing material</li><li>• Represented the company in exhibitions and trade conventions</li></ul>
<b>2008-2018</b>  <b>VP Sales &amp; Marketing</b> <b><u>MaxcoTema LTD</u></b> <b>HQ: London, UK</b>	<ul style="list-style-type: none"><li>• Led and managed all sales and marketing</li><li>• Identified, and recruited new clients</li><li>• Created and sustained many distribution channels for clients from various industries</li><li>• Responsible for creation of marketing materials, including web-based</li><li>• Management of long cycle negotiations at high levels world-wide</li></ul>

### **EDUCATION**

<b>1998-2000 Bar Ilan University, Ramat Gan</b>	M.Ba
<b>1995 – 1998 Bar Ilan University, Ramat Gan</b>	B.Sc (Chemistry)

### **SKILLS**

High personal motivation, leadership skills, independence, ambition, target orientation , excellent learning skills, keen analytical skills and conceptual understanding; strong team player; strategic thinker; fully computer literate, charismatic , & persuasive.