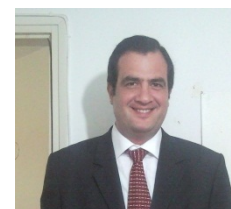


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## **C.V - International Sales & Business Development**

### **PERSONAL DATA**

<b>Age:</b>	47
<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</b> <b>(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/RFOs.</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>1999 High Tech College, Herzeliya</b>	Data communications
<b>1995 – 1998 Bar Ilan University, Ramat Gan</b>	B.Sc in 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.