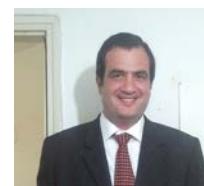


Benny Hochster
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Benny Hochster

International Sales & Business Development

PERSONAL DATA

Age: 45
Languages: English and Hebrew –fluent. (Some understanding of German too)
Citizenship: USA / Israel / Germany

WORK EXPERIENCE

2006 - 2016:

VP Sales & Marketing
Maxco Business Development LTD
www.maxcobd.com

Responsible for all international sales activities.
Recruitment of new clients & maintaining existing clients.
Creation of sales venues – international distribution channels, local agencies.
Presentations, exhibitions & trade shows worldwide.
Market research, identification of opportunities and making connections.
High level long cycle negotiations.
Creation and design of marketing materials – including web based.

2004-2005

VP Sales & Marketing
OptiWay LTD
Netanya.

Led the company's marketing activities.
Defined sales and marketing targets and objectives.
Prepared Business and marketing plans for employees and investors.
Initiated and managed our relations with strategic partners, investors and customers.
Prepared and managed all marketing material.
Represented the company in exhibitions and trade conventions.

2000-2003
Business Development Manager
(European Cellular Market)
OpticalAccess Inc.,
Jerusalem

Created and managed business relationships with nearly ALL European cellular operators.

EDUCATION

| | |
|---|---------------------|
| 1999 - High Tech College, Herzeliya | Data communications |
| 1996 - 1999 Bar Ilan University, Ramat Gan | B.Sc. in Chemistry |

SKILLS

High personal motivation, independence, ambition, target oriented, excellent learning skills, keen analytical skills and conceptual understanding, strong team player, strategic thinker.