

Benny Hochster  
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## C.V. – Benny Hochster

### PERSONAL DATA

<b>Age:</b>	38	<b>Family status:</b>	Married +4
<b>Citizenship:</b>	USA / Israel / Germany	<b>Languages:</b>	English and Hebrew –fluent. (Some German )
<b>Military Service:</b>	1990-1994		

### WORK EXPERIENCE

<b>2006-2010</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>
<b>2005</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>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>2001-2002</b>  <b>Business Development Manager</b> <b>(European Cellular Market)</b> <b><u>OpticalAccess Inc.,</u></b> <b>Jerusalem</b>	<ul style="list-style-type: none"> <li>Created and managed relationships with nearly ALL European cellular operators.</li> <li>Generated revenue and activity from a market, brand new to the company.</li> <li>Penetrated a target market, previously unaware of OpticalAccess, or its technology</li> <li>Initiated co operations with European cellular operators.</li> <li>Held professional presentations abroad to technical teams.</li> <li>Led high-level negotiations with largest communication companies in Europe.</li> </ul>
<b>1999-2001</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/RFQs.</li> <li>Attended International exhibitions &amp; conferences.</li> </ul>

### EDUCATION

<b>1999 High Tech College, Herzeliya</b>	Data communications course
<b>1995 – 1998 Bar Ilan University, Ramat Gan</b>	B.Sc in Chemistry
<b>1983 – 1989 Horev High school, Jerusalem</b>	Bagrut Diploma (High School Diploma)
<b>1990 – 1994 Har Etzion Yeshiva , Alon Shvut.</b>	Jewish Religious Studies.

### 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.