

Benny Hochster
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C.V. – Benny Hochster

PERSONAL DATA

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

WORK EXPERIENCE

2006-2010 VP Sales & Marketing <u>MaxcoTema LTD</u> HQ: London, UK	- Led and managed all sales and marketing - Identified, and recruited new clients - Created and sustained many distribution channels for clients from various industries - Responsible for creation of marketing materials, including web-based - Management of long cycle negotiations at high levels world-wide
2005 VP Sales & Marketing <u>OptiWay LTD</u> 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
2003-2004 VP Sales & Marketing <u>LeatherLux LTD</u> Jerusalem.	- Created and managed sales activities , both local and overseas. - Led a team of sales representatives. - Led high-level negotiations with large customers and distributors. - Initiated and attended International exhibitions & conferences. - Initiated and managed the company's Internet website and sales.
2001-2002 Business Development Manager (European Cellular Market) <u>OpticalAccess Inc.,</u> Jerusalem	- Created and managed relationships with nearly ALL European cellular operators. - Generated revenue and activity from a market, brand new to the company. - Penetrated a target market, previously unaware of OpticalAccess, or its technology - Initiated co operations with European cellular operators. - Held professional presentations abroad to technical teams. - Led high-level negotiations with largest communication companies in Europe.
1999-2001 Regional Sales Director (European Territories) <u>OpticalAccess Inc.,</u> Jerusalem	- Created and supported distribution channels in European territories. - Managed relationships with strategic customers within the cellular industry. - Led high-level negotiations. - Developed business opportunities and business leads. - Held professional presentations regularly. - Replied to international RFPs/RFQs. - Attended International exhibitions & conferences.

EDUCATION

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