

Benny Hochster
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C.V - International Sales & Business Development

PERSONAL DATA

Age:	47
Citizenship:	Triple: Israel / USA / Germany
Languages:	English and Hebrew mother tongues. Basic German

WORK EXPERIENCE

2000-2003 Regional Sales Director (European Territories) <u>OpticalAccess Inc.,</u> Jerusalem	<ul style="list-style-type: none"> • 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/RFPs. • Attended International exhibitions & conferences. • Created and managed relationships with European cellular operators. • Generated revenue and activity from a market, brand new to the company. • Led high-level negotiations with largest communication companies in Europe.
2003-2004 VP Sales & Marketing <u>LeatherLux LTD</u> Jerusalem.	<ul style="list-style-type: none"> • 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.
2005-2007 VP Sales & Marketing <u>OptiWay LTD</u> Netanya.	<ul style="list-style-type: none"> • 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
2008-2018 VP Sales & Marketing <u>MaxcoTema LTD</u> HQ: London, UK	<ul style="list-style-type: none"> • 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

EDUCATION

1999 High Tech College, Herzeliya	Data communications
1995 – 1998 Bar Ilan University, Ramat Gan	B.Sc in Chemistry

SKILLS

High personal motivation, independence, target oriented, excellent learning skills, keen analytical skills and conceptual understanding, fully computer literate (HTML, CRM, Microsoft etc.), charismatic , & persuasive.