

Benny Hochster
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Benny Hochster

International Sales & Business Development

PERSONAL DATA

Age: 44
Languages: English and Hebrew –mother tongues (Some German)
Citizenship: USA / Israel / Germany

EXPERIENCE

2000-2002
Regional Sales Director
(European Territories)
OpticalAccess Inc.,
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.

2002-2003
Business Development
Manager (European Cellular
Market)
OpticalAccess Inc.,
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.

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

2007-2016
VP Sales & Marketing
MaxcoTema LTD
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

EDUCATION

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