

Osnat Eli-Weiss – CV

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Over 15 years of experience in Management, Marketing & Business development fields

2013-Today – CMO in YK Center

(Start Up intent to accelerate the new economy – Partnership of Prof. Yehuda Kahane & Tal Ronen))

- Business development & Marketing manager - In charge of macro & micro plans, budget, implementation:
 - Managing on line & off line PR, Digital & Social marketing team (10 people)
 - Event, conventions, conferences
 - Promote strategic & tactic collaboration in both profit and nonprofit fields (consultancy organizations, academic, military and public sector)
 - A-Z Products & services development, marketing & sales - Start™, Restart™, Game Changers™ Labs
 - [1on1 mentoring](#) – at Tech for Good accelerator "Hub Rally"
- P&L management – in charge of a significant income increase

2012-2013 Co-Founder of Growing Biz

(in association with Dr. Dan Herman)

- Promote growth strategies & unique marketing models to start ups and SMB's
- Deliver professional lectures and trainings at our seminars to CEO's & CMO's in SMB's
- Preparation of market Reviews and business plans

2010-2013 – Founder of "Osnat Eli Weiss" – Marketing & Business development consultancy

- External consultant to the Ministry of Defense (Till today)
- Company's website: www.osnatew.co.il
- Brands development – from Strategy to Action plan
- Characterizing marketing strategies, plans, implementation
- Professional Lecturer & trainer in the consumer consciousness

2008 – 2010 – Marketing and Sales manager – Hill's brand (Colgate Palmolive subsidiary) at Schestowitz Ltd

- Managing a P&L of tens of millions nis/year:
 - Reporting to the Israeli & International CEO's.
- Managing business unit consisting of sales force & pharmaceutical sales representatives
- Responsibility of the relaunch and re-penetration of the brand in the Israeli market:
 - Re branding, POS's, digital marketing campaigns etc'
 - Directing relaunch events & trade shows for the Israeli Pet & Vet business community
 - Operational managing - implementation of cross new organizational methods dealing with numerous interfaces

2006 – 2008 – Brand field manager – Bonzo and LaCat brands – at Bio-Pet Ltd (Maabarot Products Group subsidiary)

- Management of budget and sales of brands grossing up to 90% of the company's sales
- Marketing research - Data analysis, drawing conclusions and their implementation
- Development of new products and their market penetration
- Defining strategy, constructing marketing plans

2004 – 2006 – Direct marketing field management - “Bio-Pet” from Maabarot Products Group.

- Building and management of budget, annual plan, customer relations management, community relations, customer club, defining and building a website, management, organization and production of sales promotion events, promotion of business cooperation for creating added value, work with design firms, print production, direct mailing.

2002 – Management of “Israir” customer club.

2000 – 2002 – Team manager – “Yes- Satellite Television”

1997 – 2000 – Telemarketing department manager – Tarbuiot – Geographical Studies Center.

Education

- 10/2001 – 10/2003 – MBA specialization in Marketing, Ben Gurion University.
- 10/1997 – 10/2000 – BA in behavioral science and Communication – College of Management,
- 2004 – Graduated a Cause Related Marketing - CRM workshop – M.a.a.l.a

Additional Attributes

- Mission oriented
- Results commitment
- Proactive & creative
- High analytical skills
- Developed Social-Economical approach (Purpose Driven)

Social Activities

- 2010 – Present – Assisting in Lions non-profit organization – marketing communication and consulting to donating events.
- 2001 – Present – Unistream volunteer – Delivering lectures.
- 1995 -1996 - Scouts Leader at Tzofei Givaataim
- 1996 – Head of Scout's Youth delegation to Germany

Full Military Service

Languages

Hebrew – Mother tongue
English – Excellent

Internet and Computers

In depth knowledge of the internet, the new media and the social media.
Mac & Office – Full knowledge.