

Jonathan Berman

Business Development & Sales

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Sales and business development technology leader recognized for expanding organizations into new markets, growing market share by 20%, and building high performing teams through creative strategies. Strong ability to develop and implement marketing strategies and evaluate financial performance based on current trends, increasing career-spanning revenues by 30M€.

Competencies

Leadership | Communication | Adaptable | Customer-Centric | Negotiation | Collaboration | Market Growth | Revenue Growth | Employee Engagement | Employee Retention | SaaS | Cloud PaaS | Sales Planning | Sales Strategies | Relationship Management | Hardware & Software Sales | AI | Machine Learning | Media Sales

Entrepreneur Experience

Co-Founder & Board Member | metiX | Israel | 2019 – Present

Raised 1M€+ for a startup, set out to revolutionize the cosmetic industry by automating the nail polish application process using advanced AI and machine learning methodology.

Co-Founder | Spiritu | Israel | 2018 – Present

Six-figure cocktail brand, supplying thousands of pre-bottled cocktails to businesses and consumers.

Co-Founder | Berzatu | Israel | 2019 – Present

Facilitate sales and business development activities between Israeli companies and Indonesia across the tech, medical, and food industries.

Experience

MX1 | Israel & Germany | 2016 – 2019

A global media services provider.

Chief Business Officer

Led a sixteen-person global (Europe, USA, Africa, & Asia) business unit as part of the management team with responsibilities over snapshot, QBR, executive business review, and reporting. Formulated a strategy of innovation, new solutions, and process implementation. Managed large-scale accounts, including Amazon, Vodacom, Cell C, and VUbility.

- 22M€ earned by forming a new business unit, bringing the company into the next era of business; led cross-functional teams to implement new go-to-market strategies.
- Hit 80% of KPIs by forecasting and developing annual sales quotas.
- 12M€ in individual sales won by working with global and local teams to build a pipeline of leads and opportunities.
- Reduce time to market by six months with enterprise, mission-critical solutions, valued at 6M€, allowing partners to immediately scale business and profits.
- 40% cost savings found by eliminating duplicative work by aligning responsibilities with key personnel.

Comigo | Israel | 2014 – 2016

AI and metadata for TV broadcasters.

VP Sales APAC | Strategic Accounts

Spearheaded a team of five regional sales agents throughout Indonesia, Thailand, China, Hong Kong, and Japan. Established and implemented global brand development plans by gathering information and providing key reviews at various points in the planning process – developed analyses of pricing, cost, and competitor information and expanded options for products and packaging, ensuring accurate, consistent communication of information to key partners.

- \$4M in sales earned by expanding existing channels and partners in multiple countries in the Asia Pacific; made strategic recommendations to accelerate growth.
- 100% employee retention reached by collaborating with leadership to attract, retain, and motivate talent.
- 50% year over year revenue growth earned by developing strategic marketing and sales plans that connected prospects, partners, and channels.

Pace Software & Services | UK | 2012 – 2014

Provides software, hardware, and services for the broadcast and broadband industries.

VP Sales APAC

Oversaw the development of the region, including channel development, key accounts development, and marketing coordination. Conducted active prospecting, pre-and post-sales activities, and ongoing account management. Developed plans and strategies in support of the company's mission and strategic goals. Managed a team of five associates responsible for promoting company products and services while generating solutions to address issues and delivering recommendations to executives.

- \$6M in deals won by leading software and service sales in APAC across Indonesia, Malaysia, Singapore, Hong Kong, and Taiwan.
- Expanded to ten sales channels by managing and building all collaboration formats with the channels and partners, including co-sell programs, distribution, and reseller agreements.
- 20% cost savings achieved by reducing redundancies to streamline the business.

Previous Experience

NDS Limited (Cisco) | Israel | 2006 – 2012

VP Content & Partnerships | 2011 – 2012

Championed sales for new media products across North America. Managed key relationships, including Fox, Warner Brothers, Disney, and MGM.

Director of Business Development & Sales CTO's Office | 2008 – 2011

Prospected, developed, and built a pipeline for new key partnerships. Navigated complex deals and contract negotiations and developed stable relationships with existing partners. Conducted ongoing market analysis and reported weekly results. Created performance forecasts and delivered upon projections.

Director of New Business Development & Sales | 2006 – 2008

Built meaningful connections leading to the development of a pipeline of a new software security solution business aligned with the company's purpose and values. Built diverse relationships in the C-suite, strengthening account development, and growing the business into new markets.

Career Note: Additional experience as the **Director of Business Development – APAC** at Alvarion, **Director of Sales** at SerVision, **Director of Sales & Business Development – Asia** at TMT Broadband, **Director of Sales – APAC** at Com Twenty One Ltd., **Co-Founder & CEO** at EngageMail, and **Sales Manager** at Digital (HP).

Education

Bachelor of Arts, Business, Concordia University

Language

English – Mother Tongue | Hebrew – Fluent

Military Service

Tank Commander – Recipient of Outstanding Soldier Award