**Daniel Cohen - Curriculum Vitae**

**Summary – General:**

* **16 years’ experience in business development positions, outlining strategy and marketing in the commercial sector, including hi-tech, industry and services for the private, business and public sector**
* **Broad knowledge and great practical experience in the areas of business and marketing development in Israel and abroad, including conducting negotiations, handling contracts and contractual connections with large organizations and governmental bodies. Deep familiarity with the business sector and with commercial authorities and bodies in Israel and abroad**
* **An ability to take overall responsibility in the fields of commercial development of the organization, including the development of growth engines, new products and services and penetration into additional target audiences in order to increase the income and profitability of the company.**
* **An ability to rapidly increase the value of a company, including the identification and characterization of new product lines, the opening of new markets and cooperation in Israel and abroad. I believe in my ability to make a significant contribution to the development of the scope of business and the scope of the turnover and profit of the Israel Postal Company over a short period of time.**
* **A great deal of knowhow and proven experience in the legal area, particularly in the contractual and business-commercial area, including conducting and taking the lead in investment moves, the purchasing and merger of various commercial and business activities.**
* **Possessing a broad, systemic vision, an ability to construct long-range strategic and commercial plans, creation of a budget and its management. Possessing practical abilities, an ability to establish goals, follow-up and supervision and achieving results.**
* **Presentable and articulate and a very high level of expression in Hebrew and English. Excellent interpersonal relations, including in the international marketplace and multi-cultural communications at an international level – including Europe, Asia and America. Proven ability to work in a team and under the management of the company.**
* **Served as a director and supervising director in private and publicly traded companies.**
* **BA in Law, MA in Business Administration. Practical experience as a commercial attorney and mediator.**

Details:

* Founder and CEO of Exelot Ltd. The company was established in 2016 and develops software systems which streamline logistic processes in online commerce, optimize use of shipping options – air, sea and land, with an emphasis on the last mile. The company is active in Israel, in countries of the Mediterranean basin, in the Far East and in several African nations.
* 7/2012 – 5/2016 Vice President of Business Development and Strategy, Israel Postal Company Ltd. Responsible for business development of the company, tenders, promotion of business projects and new services and the field of insurance. Starting from 10/13, responsible for coordinating the preparation of a new strategic plan for the company. Member of the senior administration. Responsibility for coordinating Maman tenders and the refrigeration terminal at Ben Gurion Airport, a plan for automatic devices for online commerce packages, logistical cooperation for Israel Postal messengers and accompaniment of retail expansion in postal agencies and development and expansion of the services of the postal bank.
* 2009 – 6/2012 – Joint Manager of EZPack Water: a startup working in the water sector (filtration, collection and distribution). Responsibility for the area of business and marketing development of the company. Working and ongoing contact with corporations, whether municipal or of local authorities or state authorities and institutions. Member of the management committee of the CleanTuesday Israel NGO and an international CleanTuesday delegate: an organization working for the advancement of green technologies and the development of their connection with industrial companies, authorities and academia.
* 2004 – 2009 Vice President of Business and Marketing Development, Joint Manager, CEO and Director – I.D.L. Heaters Ltd. Management of the marketing section and business development of the company from the development stages of the product to current sales in Israel and abroad. Responsibility for building plans for the business and strategic development of the company. Ongoing handling of locating new markets and products for the company and the creation of income turnover from new sources in the short term.
* 2000 – 2003 Vice President for Business Development – LocatioNet Systems Ltd.

Management and business development of the company in the area of location-based services for cellular plants, vehicle and location detection companies. Creation of collaborations for the company and the creation of new markets with telecommunications and content bodies in Israel and abroad. Defining of applications and services for R&D, characterizing and defining markets with the company CEO, creation of collaborations with leading suppliers such as Ericsson, IBM and Motorola. Handling of company contracts with cellular plants and various content providers. Promotion, development and management of projects with a total scope in excess of 10 million Euros and assistance in the recruitment of capital at a scope of 12 million dollars.

* 1993 – 1999 Commercial attorney (salaried employee and partner – Bach, Arad, Sherf & Co.; A. Cohen-D. Cohen, Atty.)

Legal counseling and representation in the commercial field for various companies and businessmen in Israel and abroad. Ongoing handling of agreements, commercial contracts of various kinds, handling of the subjects of energy and infrastructures, banking, intellectual property, for companies in Israel and abroad.

* 1991 – 1992 Apprenticeship in Law (apprenticeship in the Supreme Court – Eliahu Mazza and in the office of Attys. Bach, Arad, Sherf & Co).
* 1987 – 1990 Mei Eden – salesman and manager of sales staff

Salesman and management of sales staff in the Central Region. Sales in the mineral water jug market, starting from the first stages of the company activity, preparation of work plans for the staff, management and supervision of the work of the sales staff until the closing of contracts, installation and collection.

* 1982 – 1986 Military Service – Shaldag Unit (Regular and Permanent Service)

Service as a combat soldier, deputy commander of the cooperation division and commander of courses in permanent service. Responsibility for commanding and training advance teams. Ongoing management of about 180 reservists in dedicated activity of the unit and their integration into various bodies in the IDF.

Academic Background: Bachelors Degree: LLB – Tel Aviv University, licensed to practice law.

Masters Degree: MBA, University of Derby Extension, England.

Various Training Courses in the Framework of LAHAV, Israel Export Institute and Certified Mediation/Mediator Course.

Languages: Hebrew – Mother tongue. Excellent. Fluent.

English – Excellent verbal and written skills. Fluent communication with foreigners for years, including the conducting of negotiations, agreements and contractual connections, and including reading and writing of professional literature and material, presentations, lectures and organizing of conferences in the English language.

French – speaking and reading – fair.

Computers and Information Systems: Complete knowledge of all Office applications, internet and good familiarity with central information systems and deep knowledge of online commerce websites.

Details and Recommendations:

- Certificates and Recommendations: Academic and professional certificates as well as recommendation letters – attached herein.