

Tech-oriented VP Sales, Business Leader

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Developing channels and partnerships world-wide
Managing customers and relations to success
Product marketer: Enterprise, SaaS to Multi-disciplinary

Ex-8200 commander and a visionary thinker; Expert in identifying new opportunities, handling long cycle projects (10K-450K per one, with over **\$15M yearly**); Striving for results and beyond.

Always working closely with R&D and Product teams, to develop the go-to-market plans and sale processes.

Well familiar with building the company's value proposition and activities from grounds up, from concept and business plan, to professional management and success of worldwide customers. Develop, execute and implement channel and partners' strategy & programs with emphasis on substantial revenue generation.

Senior sales experience with strong leadership and management track record. Including Sales Operations experience (forecasting, planning, analysis, sales systems, reporting, compensation and quota management). Well experienced selling to C-Level and Technical buyers.

Managed sales managers alongside technical, post-sales engineers, including hands-on work in the field on my own.

Specializes in:

- ★ Problem Solver – Do-er & mover
- ★ Business Development in new territories
- ★ Selling to diverse audiences with different "languages" from Tech's to CEOs
- ★ Implementing Lean philosophy
- ★ Taking responsibility and bringing projects from idea to execution

2017 – Today – VP Sales, Product & Business Development – iNNOGING (keep confidential)

The Company develops SaaS & Mobile (AWS-based) Solutions for **Ed-tech and Diagnostics**.

- Building product marketing basics from ground up, from concept and mockup to MVP.
- Marketing materials: from PPTs to brochures, one pagers and landing pages content.
- Handling both local clinical trials as well as ones in the UK.
- Defining the GTM plans and taking it to implementation. Working hand in hand with the R&D team, with KOLs (mainly US and EU ones).
- Business development and first sales; liaising our technology to 3rd party companies for integration in their solutions.
- Securing 1st-phase Horizon 2020 grant, presenting to 2nd-phase, managing the process from beginning to finalization. Handling all aspects from content to finance.
- Worldwide activity both with distributors, agents and JVs.

2009 – 2017 – VP Sales and Business Development; & Subsidiary manager – MedSim

The Company develops multi-disciplinary products for medical fields

- **Managing for the subsidiary located in Ft. Lauderdale, FL, USA.**

- **All-around-player; Handling all P&L aspects.**

- Reduced overheads at the US-Subsidiary 300K yearly while increasing yield (\$650K in the US alone), as well as restructuring the organization manpower and their tasks
- Developing the company's marketing and business plans for the years to come, targeting markets and implementing relevant activities in each in direct and in-direct channels.
- Handling marketing aspects including: outbound marketing activities, trade-shows, creating marketing materials, campaigns, video and online presence (YouTube, LinkedIn and Facebook activity included).
- Developing significant new markets with huge potential – US, Japan, China, and Russia – while generating first and meaningful projects in the above. On a yearly basis \$1.5 Million increase in sales.
- Developing new exotic markets in the Gulf region and generating actual projects and sales (500K for 2015).
- **Initiating the production of a special *Lean* (demo) system** for partners and distributors, which enables better hand-on experience for marketing and ultimately the potential end users

2008-2009 Sales and Business Development Director - [POWERPAPER](#)

Company in the field of green energy and delivery systems

- Recruited and managed new partners and distributors across Asia and the Pacific (Japan, Australia, Indonesia, India, China and more).
- Receiving special award from my direct superior for increasing the sales in the APAC territory (quality sales as well). Generating sales of 3 Million US\$.
- Well-credited for my ability to generate revenues from special markets in Asia as Indonesia, Malaysia, and Taiwan.

2000-2007 – EMEA Sales and Marketing Manager - [INEX/ZAMIR](#)

Start-up Company for Image processing applications and OCRs used for homeland security

- Generating leads for large scale projects of over \$2M which has put the company in a different position and as a market leader.
- Handled the company's marketing activities including tradeshow, marketing materials etc.
- I experienced frequently with taking our product (multi-discipline one) and demonstrating to professional audience, engineers and so forth, with no technical support.
- My great success was my ability to enter new markets with minimum marketing budgets.

Education

- BAR ILAN University – **Board Directors' course** in Public and Private Organizations & Companies.
- The Israeli College for *New Media* – TLV – **New Media Marketing and Digital Advertising**.
- MBA Studies at the Open University, majoring in International Marketing.
- Computer Engineering Studies – John Bryce Israel – Programming in web environment
- Bachelor Degree from the Hebrew University in International relations and Social Science

MS OFFICE – full control, Operating Systems (Configuration etc), CRM: SAP and Salesforce
English and Hebrew both Mother tongue, as well as Arabic, and basic Chinese.