

Yifat David

Business Strategy Expert



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EXPERIENCE

VICE PRESIDENT

OGEN GROUP 2022 - 2023

- Leading organizational change and strategic branding at Israel and US.
- Establishing social impact KPIs.

SENIOR BUSINESS STRATEGIC SERVICES

YIFAT DAVID 2016 - 2021

- Providing strategic business administration counselling services to high-earning companies, leading the strategic vision, budget management, and KPI definition.
- Driving business development, establishing profit and loss units, and initiating customer visitations for loyalty and revenue growth.

VICE PRESIDENT

KIDUM GROUP 2010 - 2016

- Increased income by 30% and managed two key brands-local and international, handled multi-million-dollar budgets and led marketing, digital, pre-sale, and telemarketing teams.
- Developed a universal selling key for global adoption and managed diverse marketing sectors, including opening a new branch.

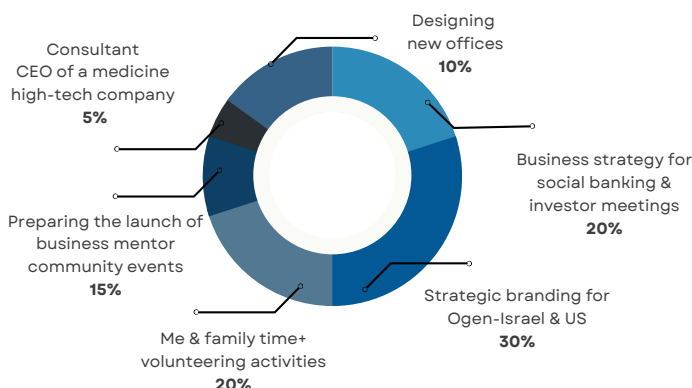
STRATEGIC COLLABORATIONS DIRECTOR

BEZEQ GROUP 2006 - 2010

MARKETING MANAGER 2000 - 2006

- Established a business partner network, increasing annual income by over \$12 million.
- Strategic collaborations for customer retention, oversaw financial services, led marketing efforts, constructed marketing packages etc, and received an excellence award in 2004.

A DAY IN MY LIFE (%)



LIFE PHILOSOPHY

"If you want to become a rainbow, you have to put up with the rain."

ACHIEVEMENTS

Leading organizational change and strategic branding at Ogen Group.

Established a partner network in Bezeq with a USD 11 million increase in revenue.

Changed the sales method of the English courses at Wall Street English resulting in a 30% increase in sales.

Learned to be humble by volunteering for lonely aged people since last 3 years.

LANGUAGES

Hebrew ●●●●●

English ●●●●●

EDUCATION

BA Social Sciences, Management and Communication

OPEN UNIVERSITY 2003 - 2006

Architecture and interior Design Engineer

TEL AVIV UNIVERSITY 1994 - 1997

STRENGTHS

EMOTIONAL QUOTIENT

HARD WORKING

MOTIVATOR & LEADER

PURSUASIVE