

Dvir Reznik – Curriculum Vitae

Skilled marketing manager with over 10 years experience at corporations and start-up companies.

Savvy in designing and deploying digital marketing strategy aimed at strengthening the brand, developing new channels and boosting sales. Creative, innovative and passionate.

EDUCATION:

MBA, Major in Marketing. Bar Ilan University, Ramat Gan, Israel

BA, Major in Finance, Minor in Marketing. The College of Management, Rishon Le-Zion, Israel

IBM Global Sales School. Brussels, Belgium

WORK EXPERIENCE:

2010 – Today: Assistant Lecturer, Digital Marketing and Hi-Technology Marketing courses, MBA Program, The College of Management

2009 – 2010: VP Sales and Marketing, Intlock

- Leading the sales and marketing activities at an international software start-up company with yearly revenues of \$1m
- Manage a sales pipeline, from start to finish – acquiring & identifying, presenting the business value and solution demos, negotiation, drafting proposals, overseeing deployment and post-sale support
- Building a new revenue stream (channel) of integrators and distributors, targeting our large markets (north America and Europe), to form partnerships focused on Microsoft SharePoint and web analytics services
- Leading voice in outlining the company's strategy and product development
- Responsible for all marketing activity, online and offline – SEM, SEO, advertising, PR/IR, digital marketing strategy and social media, events and sponsorships, MI, analyst relations and more

July 2007 – April 2009: Sales Leader, IBM Software Group

- Country sales responsibility of \$1m across all sectors (SMB, Finance, Government, Pharma, Retail, etc) for over 20 products under the Lotus Software brand – collaboration, messaging, instant messaging, web portals, mobile portals, dashboards, social software and knowledge management.
- Marketing and PR – develop and deploy digital marketing strategy for the brand, technical and business writing, speaking engagements, analysts round-table and participating in professional panels.
- Channels and direct sales expertise, from planning and building the pipeline, identifying opportunities and potential channels, delivering proposals, tenders, negotiation and post-selling implementation and service.
- Dealing with ISVs and SU companies developing integration points with my portfolio solutions.
- Daily work with global markets, to share knowledge and expertise.

April 2005 – June 2007: Marketing Manager, BPs Center of Excellence, IBM Israel

- Leading a team of 3 marketing professionals
- Working mainly with channels, identifying business opportunities, building proposals, public presentations, negotiation and fulfillment. Developing, planning and executing business plans to support IBM operations.

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Mobile: +972-52-5799-899 | Birth date: April 9, 1978 | Home town: Kiryat Ono, Israel

- Strategizing and executing marketing activities, including PR, writing articles for print and online sites, advertising, campaigns and interactive
- Selling marketing and advertising presence to IBM Business Partners (Tier 1 and ISVs)

April 2003 – March 2005: Internal Communications Mgr. and Web Manager, IBM Israel

- Managerial responsibility (2 team members) for IBM's online presence, internal & executive communications
- Design, deploy and lead social media strategy for IBM Israel, both inbound and outbound

June 2001 – March 2003: Intranet editor and content writer, IBM Israel

- Setting-up, editing and managing IBM Israel employee portal (intranet)

Skills and expertise:

Digital marketing strategy, social media marketing tactics, mobile web, fostering innovation and collaboration, SEO, SEM, web analytics, community management, technology evangelist, blogger and much more.

Public speaking:

March 2009: [Show me the ROI – social media adoption](#), IT4Business Event

March 2009: [IBM's adoption of social media solutions](#), The Enterprise in the Digital Age Event

December 2008: [Social media adoption @ IBM](#), IDC Herzeliya

September 2008: Social media in action, IBM User Forum

June 2008: [Why Enterprise 2.0 is important](#), Bank Hapoalim Management Workshop

June 2008: [Annual Knowledge Management Conference](#), Sheraton City Tower

Print and online appearances:

MarketingNow: [World Cup 2.010 – Innovative marketing platforms](#) (Hebrew PDF)

InformationWorld Israel: Cellular 2010 Conference, round table (Hebrew PDFs, [Page 1](#), [Page 2](#))

NRG.co.il: [Ashton Kutcher: the consumer has a choice, he decides](#) (Hebrew)

TheMarker IT: [LinkedIn targets facebook](#) (Hebrew)

Languages:

Hebrew: mother tongue | English: fluent

Military Service:

Full, 1996-2000, Armored Corps and an Instructor at Officers' School. Current: Captain (Res.), Infantry Unit.