

Fractional Chief Digital Officer | VP Customer Success | Digital Transformation Advisor | Program Management

PROFESSIONAL SUMMARY

Seasoned executive leader with over 20 years of experience at the intersection of technology, operations, and strategy. Proven track record driving complex digital transformation and technology modernization programs in the government and public sector and customer success, operational excellence and process development, driving growth and delivering successful outcomes, operational excellence and happy customers. Proficient in international B2B, B2G, SaaS for SMB, enterprise. Self-driven, passionate, innovative, high commitment to excellence. Committed to continuous learning, improvement, and self-development.

SKILLS & AREAS OF EXPERTISE

Digital Strategy & Transformation:

- ✓ Government/Public Sector Digital Transformation
- ✓ AI, Cloud, Cybersecurity, Data Analytics Integration
- ✓ Strategic Planning, P&L Management, Change Leadership

Technical Expertise:

- ✓ SDLC, UML, SaaS Platforms, SOA Architecture, DAM, LTDP, ChatGPT, Claude, Gemini, Base44
- ✓ AWS, BI Tools, GDPR, Data Classification, Hubspot, Salesforce, Monday.com, Asana, WordPress, Confluence

Project Leadership & Operations:

- ✓ EOS, Kanban, Waterfall, PMBOK, EVMS, ISO-9000, ניהול מפתח
- ✓ Program Management, Operational Scaling
- ✓ Tender writing, RFI, RFP

PROFESSIONAL EXPERIENCE

2016 – PRESENT | FRACTIONAL CHIEF DIGITAL OFFICER (CDO)

Kasnett Technologies - Digital Transformation & Operations

- Senior advisor to Government of Israel for national digital transformation programs, including digital strategy, long-term digital preservation, digital asset management and budget
- Member of government committee tasked with creating a 5-year budget and execution plan for digital transformation projects (משרד ירושלים ומורשת)
- Consultant to public institutions - providing expertise and guidance in digital transformation and DAM projects, strategy, data management and storage systems, technical requirements and long-term digital preservation
- Operations consultant – providing organizational operations guidance and best practice
- Advisory board member to a startup SaaS company in the private financial services sector

2025 – PRESENT | HEAD OF CUSTOMER SUCCESS & SUPPORT

Webz.io – Cyber and Openweb Data Intelligence

- Led a team responsible for real-time data delivery and system uptime in high-availability environments
- Built and optimized CS and support workflows, boosting customer satisfaction scores
- Defined and implemented processes, escalation protocols, incident response frameworks, and performance dashboards aligned with SLA/OKR metrics
- Collaborated with Product, Engineering to drive resolution of incidents and improve root cause analysis

2020 – 2024 | VP, CUSTOMER SUCCESS & OPERATIONS

CauseMatch Inc. – Fintech B2B SaaS Fundraising Platform

- Executive leadership team member. Leading the Customer Success department and company operations teams including CSMs, IT, operations, customer support, project managers
- Implemented scalable processes and systems to drive company operations, including KPI's, customer onboarding, training, support, and retention
- Implemented a customer success & operations strategy, aligning with the company mission and revenue goals

Key Accomplishments:

- Led the department to consistently achieve and exceed CSAT targets, resulting in a consistent NPS of 55+
- Improved operational efficiency enabling 2X team capacity and 30% improvement in retention rates.
- Spearheaded revenue growth strategies in CS resulting in over 40% YoY growth

2019 – 2020 | DIRECTOR, CUSTOMER SUCCESS

ProoV Inc. – B2B SaaS platform solution for POC's – Global enterprise technology evaluations

- Built a new CS delivery team. Successfully drove customer success strategy, processes and initiatives
- Orchestrated closely with marketing & sales to achieve sales targets, build customer relationships
- Developed successful work processes & methodology, defined KPI's. Grew team as trusted advisers
- Orchestrated with Product to define and incorporate customer needs, features, priorities, product strategy

2011 – 2019 | HEAD OF NATIONAL TECHNOLOGY & DIGITAL TRANSFORMATION PROGRAM

National Library of Israel – Information Technology Division / Israel Government - Heritage and Jerusalem Ministry

- Head of national digital projects – Program leader, \$10M budget, strategy, operations and technology solutions
- Demonstrated success in full project management life cycle of multiple large scale, data-driven strategic projects
- Product Management – Initiated, defined requirements, features, UX, documentation, development, delivery
- Led planning, design, development, implementation of IT systems and technology solutions
- Led strategy, marketing and branding initiatives
- Successfully created a solution for a SaaS national data storage infrastructure serving hundreds of institutions
- Created project management methodology, standards, processes, best practice. Organization and national levels

2008 – 2010 | HEAD OF PROFESSIONAL SERVICES & CUSTOMER SUCCESS

NogaCom Ltd. - Enterprise search and discovery, business intelligence software solutions

- Leading CSM's and PS - full project lifecycles from pre-sale through customer success phase.
- Led successful software solution implementations at large bank and telecom companies.

2006 – 2008 | PROJECT MANAGER – GLOBAL PROFESSIONAL SERVICES

Olive Software Ltd. – Digital publishing and intelligent content analysis

- Led full project lifecycles from technical presale through deployment for UK/Europe market
- Led successful software solution implementations at leading international customers
- Successfully led key international projects, meeting project budgets, goals and schedule

2004 – 2007 | CO-FOUNDER / CTO

EranAvital.com Ltd. – E-Commerce retail company

- Designed and launched e-commerce platform for international business operation of luxury product market
- Developed business growth and penetration strategy, digital marketing, growing business operations YoY

EDUCATION

EXECUTIVE INTERNATIONAL MBA, *CUM LAUDE*

2019 - University of Haifa, Israel

Specialization in International Business Development – Focus on China and India, APAC

B.A. IN BUSINESS ADMINISTRATION AND INFORMATION TECHNOLOGY (MIS)

2003 - Reichman University, Israel

Specialization in Information Systems Analysis and Design

COURSES IN PROJECT MANAGEMENT

PMI-PMBOK, Agile, EVMS, ISO 9000 Management

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- ✓ **Languages:** English mother tongue, Hebrew fully fluent
 - ✓ **Military service:** Israel Defense Forces (IDF) Givati Infantry Corp. 1996 – 2016