

Hemi Re'em

Living: Moshav Kfar Achim (Be'er Tuvvya Council Area) ▪ Cell Phone 054-4998744

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- ⇒ An experience manager & a self-starter, with a wide experience in managing, planning and implementing business & marketing strategies.
- ⇒ Combining charisma, leadership and the ability to lead workers to Excellency.
- ⇒ Established business relationships with leading companies in a range of industries around the world i.e. the defense, security, aerospace and the car industries.
- ⇒ Accomplishing a management vision with a wide experience in consolidating of annual forecasts and budgeting.
- ⇒ Leading negotiation at a high management level and signing international cooperation agreement.
- ⇒ Managing sales processes from the initial contact until a successful closing.
- ⇒ Leading R&D teams and projects successfully from an Idea to production.
- ⇒ Establishing sales and marketing channels in Europe, USA & Asian Markets.
- ⇒ Deep understanding of markets and cultures in Europe, United States and Asia, combining with excellent interpersonal communication and human relationship.
- ⇒ Plotting business strategies for business expansion in global markets based on a wide knowledge of advanced technologies, market analysis and market trends.

Personal Employment Experience

2017 Founder & President - YOPI Technologies Inc

- Raising funds
- Building R&D & Management Teams
- Inventing YOPI's technology

2013 – 2016 Senior R&D Projects Leader - IMI Ltd

- Manage a cross company big R&D projects including designing production facilities, production efficiency and reduction of high manufacturing cost.
- Manage a team of about 50 engineers from various disciplines including projects managers.
- Member of the small caliber ammunition unit management team
- Consultant for the HLS management team.
- Overall responsibility for all aspects of technology for the small caliber and guided ammunition units.
- Translating marketing needs to engineering requirements and planning products development programs accordingly for local & international customers.
- Submitting Research & Development program & managing intellectual property.
- Supporting the company's marketing department.

2011 – 2013 VP of R&D and Engineering - Magen Eco-Energy Ltd

- Member of the company management team.
- Manage a team of 12 engineers from various disciplines.
- Overall responsibility for all aspects of technology within the Company
- Leading the Company all development processes from concept to final products.
- Translate marketing need to engineering requirements and planning development programs accordingly.
- Manage the Company intellectual property.
- Overseeing all the engineering aspects, including the transfer of products from development to production, production efficiency, and reduction of high manufacturing cost.
- Responsibility for laboratory tests and approving all new raw materials.
- Supplying technical and engineering support to the marketing department and to the company's overseas subsidiaries.
- Supervision the engineering application includes: meeting international standards requirements and writing products and system operating manuals.

2009 – 2011 **VP of International Business Development (polymer) - Nanomaterials Ltd.**

- **Planning and implementing an entryway global business development strategy based on a rich technological experience** and an understanding of the international markets.
- **Analyzing markets niches, market trends, competitors**, market needs and formatting high-quality technological solutions for large entities.
- **Leading and managing complex working plans** from the initial negotiation till the signing of agreements in the new markets.
- **Managing a market penetration for a patents protected technology, recruiting R&D team members**, and leading projects for customers in variety of industries and for the IDF and US army.
- **Creating collaborations with leading domestic and international companies** in the field of polymer science for a long-term business development relationship.
- **Submitting Research & Development program to the Israeli Chief Scientist** and receiving confirmation for 60% of the budget needed for development programs.

2000-2008 **Entrepreneur & CEO - Orycle Applications Ltd**

- **Establishing and managing the company from scratch to growth and leading it to become a leader company in the field of advanced polymer materials for shock absorbing applications**
- **Fund raising of 2.5 million USA dollars**, formulating business strategy, marketing policy, business objectives and annual forecast.
- **Plotting marketing, technological and financial working plans for the company**, forecasting market shares, budgeting and formulating business strategies.
- **Establishing and managing advanced technological development team** and negotiating with international customers, suppliers and partners.
- **Giving advanced technological solutions and building serial production lines.**
- **Registering Patents in the USA, Europe, Japan, China, Canada, Russia & other countries**, registered as the patents inventor.
- **Leading the licensing agreement negotiation with nano-Materials to a successful exit.**

1995-2000 **Entrepreneur & CEO - Oryx safety technologies Ltd**

- **Developing and establishing a manufacturing plant to produce advanced polymeric products in a serial production line.**
- **Doing a technological research & development in the field of shock absorption of kinetic energy** that led to the development of advanced polymeric material for cycle helmets.
- **Opening locals and international distribution channels and sale markets**, including collaborations with leading brands in the world.
- **Management decision making** including the creation of the company policy, objectives and needs for future financing and investment.
- **Sale of the production line at a 25% profit.**

1992-1993 **Co-Founder & Partner IWSA Inc Business & marketing Consultants - Australia**

- **Consulting to Australian companies in the domestic and international marketing.**

Eeducations:

1992 **MBA (International Business)**, Monash University, Melbourne, Australia.

1992 **Mechanical Engineering MSc (Composite Materials)**, Monash University, Melbourne, Australia.

1989 **Mechanical Engineering BSc (Cum laude)**, Technion, Haifa, Israel.

Computer Skills: All Window's offices program applications, ERP, Solidworks

Languages: Hebrew - Mother tongue, English – At Mother tongue level

Army Service: Infantry officer, Major (Res)