

Aharon Yehezkel

B2B Sales | Business Development | Marketing

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B2B Sales & Business Development professional with 15 years of experience and a strong marketing background. Experienced in negotiation, account management, revenue growth and full-cycle sales across SaaS, E-Commerce and retail, from prospecting to closing.

Business Growth - Relationship Building - Strategic Thinking - Self-Driven - Marketing Mindset

PROFESSIONAL EXPERIENCE

HEAD OF SALES & MARKETING

BananaShops (Sleep Experts Ltd.) | Caesarea

06/2021 – 01/2026

- Built and led a comprehensive sales & marketing strategy, including branding, online/offline advertising and end-to-end customer journey management.
- Managed an annual marketing budget of NIS 1.5M, consistently achieving ROI/KPI targets and driving sales growth of over 250%.
- Led a 12-person sales team, including direct sales, recruitment and training, sales script development, and support on complex deals.
- Implemented and customized Kala CRM across company departments to improve sales, service and logistics processes.
- Built collaborations with interior designers, architects and content creators to expand reach and generate new business opportunities.
- Spearheaded a full rebranding, including a new logo, visual identity, slogan and website.
- Worked closely with the CEO, managing supplier relations, cross-functional operations and project execution.

B2B SALES MANAGER | BUSINESS DEVELOPMENT

WallaShops (ShopMind Ltd.) | Netanya

08/2019 – 06/2021

- Founded and led a new B2B E-Commerce services division from the ground up, defining strategy and operating model.
- Acquired and closed new SMB clients, managing negotiations, client relationships and ongoing account growth.
- Directed end-to-end project delivery: E-Commerce site builds, PPC/SEO campaigns, digital design, hosting and fulfillment.

B2B FIELD SALES REPRESENTATIVE

Konimbo Interactive Ltd. | Kadima Zoran

02/2018 – 08/2019

- Sold SaaS E-Commerce solutions to growing businesses, managing both inbound and outbound leads throughout the full sales cycle.
- Managed full consultative sales cycles, from prospecting and needs assessment to tailored proposals, negotiation and closing.
- Led continuous door-to-door outreach, presenting tailored solutions and building long-term trust.

TERRITORY B2B SALES & ACCOUNT MANAGER

Benda Magnetic Ltd. | Emek Hefer

01/2016 – 02/2018

- Launched a consumer brand in retail through D2D sales and business development.
- Managed key accounts across major retail chains in the northern territory.
- Grew monthly revenue from NIS 700K to NIS 1.2M through upselling, cross-selling and targeted sales incentive programs.

FRONTLINE SALES REPRESENTATIVE

Golan Telecom Ltd. | Tel Aviv

06/2012 – 01/2016

- Managed retail sales, including lead generation, deal closing and end-to-end customer service.
- Generated leads through self-driven print, digital and door-to-door marketing.
- Consistently exceeded sales targets under competitive conditions - won internal awards, including a trip abroad for top performance.

EDUCATION**ECONOMICS & MANAGEMENT STUDIES (1 YEAR)**

The College of Management Academic Studies | Rishon LeZion

2013 – 2014

DIGITAL DESIGN, MARKETING & ADVERTISING (CERTIFICATE STUDIES)

Ness College of Technology | Netanya

2012 – 2013

FULL MATRICULATION CERTIFICATE (BAGRUT) | Majors: Theatre & Communications

AMIT Atidim Educational Campus | Or Akiva

2005 – 2008

MILITARY SERVICE**IDF – "OKETZ" UNIT LOGISTICS SERGEANT**

Managed armory operations supporting Oketz and Lotar units.

Commanded a team of 7-10 soldiers in daily field logistics.

2008 – 2011

LANGUAGES**HEBREW** - Native**RUSSIAN** - Native**ENGLISH** - Fluent**CORE SKILLS****SALES EXECUTION**

- Pipeline Management
- Lead Generation
- Lead Qualification
- Consultative Selling
- Product Demos

ACCOUNT & GROWTH

- Key Account Management
- Relationship Management
- Customer Retention
- Upselling & Cross-Selling
- Customer Needs Analysis

SALES TECHNOLOGY

- Pipedrive / Kala CRM
- Monday.com
- SAP / Priority
- AI & Automation
- Sales Analytics