

Kiefer Hazaz

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Executive Leader, Chief of Staff and Growth Profile

*Visionary and Entrepreneur / Strategic Market Planning / End to end product management/
Executive Leadership/ International Business Development / High Tech Products Development*

Ambitious, executive leader with 20+ years' responsibility for achieving Enterprise Software, Big Data, and SaaS organizational goals through implementation of strategic international business approach, digital marketing implementation, high volume revenue growth, and efficient process improvements. Develop seasoned leaders in dynamic environments. Acute business acumen to strategically align organizational values to optimize profit.

Highly skilled in key account development with prioritization on customer experience to increase profits. Adept in creating opportunities from challenges to drive results with education to support best practices and innovative solutions. Communication skills enhanced with bilingual skills, English and Hebrew.

Areas of Expertise:

- Excellent Communication with Stakeholders, C-suit and Executives
- *SaaS, Big Data, Enterprise Software*
- Cost Reduction and Avoidance
- Turnaround / Crisis Management
- High Growth Organization
- Technology Product Management
- Account Based Marketing (ABM) Implementation
- Sales Process implementation
- Fortune 500 Companies Negotiation
- Marketing Process Development
- In Office and Virtual Team Building

Professional Experience

Fruition Business Group. – San Diego, California

President and Chief Executive Officer (Dec 2014 to Present)

Manage Operations, Strategy, Budgeting, Finance, Marketing, and Sales

Orchestrate operations among all departments to develop and achieve growth oriented KPI. Responsible for recruitment and onboarding of technical sales leaders and sales funnel. Develop priority accounts and provide strategic direction for 50+ of the all staff. proven sales strategy for SaaS and Enterprise software. Guide financial decisions while monitoring and enforcing policies and procedures.

Selected Contributions:

- ✓ Created a proven sales strategy for SaaS and Enterprise Software resulting in **decreased sales cycle from 12 months to 3 months.**
- ✓ Implemented Account-Based Marketing (ABM) strategy to increase **digital marketing awareness metrics 200+% in less than 6 months** with **55% conversion** to sales leads.
- ✓ Increased Company's Sales in **more than 170% within less than 18 months.**
- ✓ Spearheaded operational changes to **increase efficiencies** throughout marketing Process, sales Funnel Rebuilding, and R&D departments **more than 150%.**
- ✓ Developed training tools for in office and remote teams, 4+ territories, **reducing costs by 33%.**

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Fruition TechFund, LLC – Chicago, Illinois

Managing General Partner (June 2012 to Dec 2014)

Directed recruitment of board members for expertise in mergers and acquisitions, private equity, and venture capital. Served as chairman of investment committee. Screened High-tech companies for investment potential and presented information to investment committee board members. Oversaw marketing and sales teams.

Selected Contributions:

- ✓ Triggered **60% annual yield** for investment groups, and through Marketing Crowdfunding Platform.
- ✓ Played integral role in **financial forecasting and Go-To-Meeting implementation to raise \$15M.**
- ✓ **Achieved unique fund structure for alternative investment market** as part of startup investment industry leading directly to joint ventures.
- ✓ **Built 200 investor pool** to meet with SaaS and Enterprise Software and hardware companies from Israel, managing time zones and cultural differences.
- ✓ **700% ROI** for market and commercialized patents.

Appicure Technology, LTD. – Israel & New York, New York

Chief Executive Officer (Nov 2009 to April 2012)

Recruited by Board of Directors to serve as CEO.

Led strategic planning to develop efficient business model for the company SaaS Products and Enterprise Software solutions. Managed international sales locations in US and Israel. Re-Built marketing and sales team meet current political factors and ensured international compliance. Identified and implemented cost savings initiatives. Developed monitor performance tools for remote and in-office teams.

Selected Contributions:

- ✓ Restructured 50+ employee organization including management team to focus more resources in strategy, sales, and marketing.
- ✓ Managed and led multiple disciplines teams (R&D, Sales, Marketing, Support and Investors) to remodeling a Cyber Security company business model, restructured an organization and redefined its sales process which included the development of a new product release that addressed marketplace needs, and which as a result, successfully led a company to:
 - ✓ Increase company sales in 30% in less than nine months.
 - ✓ Increased efficiency by more than 150%.
 - ✓ Grew customer base by more than 200%.
- ✓ Developed priority accounts and provided product strategic direction for 50+ staff which decreased Churn Rate in 50%.
- ✓ Successfully **led 80% demand of Rights Issue** Offering through Tel-Aviv Stock Exchange.
- ✓ **Reversed years of multi-million-dollar** losses to make break-even point with strategies in place for sustaining business operations with profitability.

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Infima Technologies, LTD. – Tel-Aviv, Israel

Chief Executive Officer (Feb 2005 to June 2009)

Recruited by organizational founders to raise original capital funds and serve as CEO.

Developed business plan, strategic documents, and marketing policies. Supported operational oversight and accountability. Sought opportunities for collaboration and partnership and ensured alignment across functional departments. Determined recruiting needs and performance goals for the team.

Selected Contributions:

- ✓ Built organization from zero revenue to **over \$10M value after second year**.
- ✓ Negotiated key contracts with C-level executives including Yahoo!, Toshiba, Fujitsu, and Adobe for software services.
- ✓ Launched end user application which reached top 10 downloads on download.com.

Additional experience for Software, SaaS and Enterprise Companies, such as **Business Development Director** Video Flow, LTD; **Marketing Director** for Screenz Inc.; **ABM Marketing Executive Consultant** for Vimmi Communication, LTD; and **Vice President of Business Development** for WinkApp LTD.

Education and Credentials

PhD in Leadership (Expected 2022) • Alliant International University – San Diego, California

MBA, Finance and Strategy • The College of Management – Israel

BA, Business and Information Technology • Netanya Academic College – Israel

Public Speaking Engagements

[Build Your Marketing & Sales Funnel, 2018](#)

[Analyze Inbound Leads, 2017](#)

[Business Development, 2015](#)

[High Tech Investment Structure, 2014](#)

[Investment Summits, 2011,](#)

[Inventors Events 2012](#)

Technical Proficiencies

Video Over IP Networks | SaaS | Enterprise Software | Web Application | Mobile Application
| IoT | Video OTT | Virtual Team Applications | Cloud Systems | Project Management |
Microsoft Office Suite | Trello | Slack | Social Media Software | Email Automation
Applications | Marketing Automation Platforms | Google Analytics | ABC Automation
Software | CRM | Salesforce | NetSuite | Drip Applications | IP Phones | Webinar Platforms