

Executive - Chief Leader | Revenue | Commercial | Marketing | Product | Growth

*SAAS Marketing Product / Technology- Start-up Companies/ Enterprise Software Solution/
Video Ent Solutions/ Cybersecurity / Front-end Application / Back-end Ent Solutions/ Mobile App B2B2C*



As a seasoned executive with over 20 years of experience, I've consistently driven strategic **growth across SaaS, Hardware, and Big Data sectors**. My remote, hybrid, and on-site leadership has resulted in significant achievements. I've implemented growth strategies that **increased MRR/ARR by 141%**, exceeded revenue goals by 15%, and increased marketing **conversion by over 40%**. In addition, I've successfully scaled multi-product startups, led the development of new product solutions, and restructured operations, **contributing to a 224% increase in LTV** over two years.

My innovative mindset and readiness to execute tactically have led to a 170% increase in company sales in less than 18 months, **a 150% increase in efficiency, and a 200% growth** in customer base.

I've also reversed years of multi-million-dollar losses to reach a break-even point. In addition, my **ability to turn board decisions into action and manage multiple complex** projects with tight deadlines has consistently delivered aggressive OKRs.

***Growth Performance:** 224% TLV | 201% ARPU | 141% MRR | 41% Net Revenue | 5X (Times) ACV
40% in Marketing Conversion | 170% in Sales Closing | 90% in CSM Satisfaction | 60% Decreased Churn
Marketing Awareness in 200% | 275% MQL/SQL Conversions | Cross Deps. 150% Increase in Efficiencies*

In my last role as a Revenue Officer, I've emphasized **the importance of alignment across all departments**. By fostering a **culture of collaboration** and shared goals, I've ensured that marketing, sales, and customer success teams work harmoniously to **drive revenue growth**.

AREAS OF EXPERTISE

- Excellent Communication with Stakeholders, C-suit, and Executives
- *SaaS, Big Data, Enterprise Software*
- Cost Reduction and Avoidance
- Sales Enablement
- Omnichannel /Multichannel Strategy
- SEO/B2B Demand Gen/Social/Ads
- Technology Product Marketing Management
- PLG (Product Led) and SLG Strategy Implementation
- Account-Based Marketing (ABM)
- Inside Sales / Outbound Sales operation
- OKR And Revenue Growth.
- Fortune 500 Companies Negotiation
- In-Office and Remote Team management (Since 2015)

ENDORSEMENTS:

“Kiefer (Kfir) possesses **remarkable business acumen** and a good understanding of what is necessary to **achieve the best results** under time constraints. With his ability to break complex problems down into core issues, he leads the process of finding intelligent, simple, and **elegant solutions to improve marketing and sales workflow**. VideoFlow was unknown to the North American professional broadcast market. The **method Kiefer (Kfir) developed positioned VideoFlow as a leader** and VideoFlow’s products as the best in the breed for professional live broadcast over IP networks. “

Video-Flow, VP of Product | [Click here to read the full Endorsement.](#)

CAREER ABSTRACT

Cincopa Media Inc. | Vancouver, BC
Chief Revenue Officer (CRO) | Sept 2019 - Current

Video and Digital Assets SaaS B2B/B2B2C Platform for Enterprise and Publisher/Online Courses.

As the CRO, the main goal is to **strategize, build, and improve the 'machines' driving revenue toward Cincopa.**

One of the critical objectives for which I'm accountable is for better integration and alignment **between all revenue-related functions**, including product marketing, sales, customer support, pricing, and revenue management, in addition to overseeing the strategy for profitable revenue generation over the long term.

With his extensive experience in the SaaS industry, Kiefer holds and with an excellent understanding of **SaaS-based cross-channel Go-To-Market and the programmatic space**, with **Cross-functional expertise** ensuring sales, marketing, and customer relationship communication well, share information, and collaboration in content creation so that all messaging fits their target customers.

(Remote Work) Performance Results YoY:

- ✓ Hire, coach, build and manage the Company's RevOps Department with all staff.
- ✓ Kiefer has successfully **implemented SLG (Sales Led Growth) and PLG (Product Led Growth) Strategy** and process, which increased the MRR/ARR by 141%.
- ✓ Performance above **Revenue Goal's expectation at 115% with** integrated full-funnel marketing campaigns.
- ✓ **New Product Leader**- Led and managed the new **Company Product Solution** and was responsible for building the Revenue streaming from scratch **to be the 1st strategic priority** solution for 2023.
- ✓ Restructure the **Inbound and Outbound, including marketing, Sales, Customer Success/Service, and Product, contributing to increased efficiency** and growth of 224% LTV in the last two years.
- ✓ Executed a **new revenue channel streaming** within nine months, **representing 25%** of the company's Revenue.
- ✓ Have led the Implementation of a **HubSpot Automation Platform**, which includes the Sales Hubs, Support Hub, and Marketing Hub, and integrates with the Company DB, solutions, and user base.

THE RiCH.agency | San Diego, CA
Chief Marketing Officer (CMO) | March 2018 - Sept 2020 / Jan 2015-March 2016

Inbound & Outbound Marketing Agency.

Orchestrate operations among all departments to develop and achieve a growth-oriented KPI.

Responsible for recruiting and onboarding marketing and sales leaders to improve funnel conversions. Develop priority accounts and **provide strategic direction for 50+ of all staff**—proven sales strategy for SaaS and Enterprise software. Guide financial decisions while monitoring and enforcing policies and procedures.

Research, analyze, and consolidate complex content into cohesive, clear, straightforward messaging.

Managed and led Projects for Software, SaaS, Hardware Technology, and Enterprise Companies, such as:

Marketing Director @ Screenz Inc.; ABM Marketing Executive Consultant @ Vimmi Communication, LTD; Vice President of Business Development @ WinkApp LTD; Inbound Marketing Leader @ SleepRate Inc, Head of Business Development @ BQR- Hardware Solutions, and Managing Director @ Startup Incubator.

(Hybrid Work) Performance Results YoY:

- ✓ Spearheaded Marketing Product Strategies to **increase efficiencies** throughout the marketing Process, sales Funnel Rebuilding, and R&D departments by **more than 150%**.
- ✓ He developed Inbound Operation training for in-office & remote teams in 4+ territories, **reducing costs by 33%**.
- ✓ Increase Inbound Marketing conversation by 40% within less than 12 months.
- ✓ Restructure N.A. Revenue operation toward an increase of 170% in engagements and 125% ARR.
- ✓ He has managed and led the annual advertising budget toward **channels and campaigns that maximized MER and ROAS.**

VideoFlow, LTD | Chicago, IL Head of N.A. Office | Feb 2016 - Aug 2018

Video Over IP Hardware Solution for Broadcasters and Telecommunication.

Infrastructure and established the Sales and Marketing team in North America, with a proven Sales Process to increase the video's penetration over the IP Enterprise Software market.

Kiefer Strategized and executed the **Multi-Channels Operation** to increase engagement and performance around the Broadcasting industry. Own and lead the Product Marketing growth strategy and **end-to-end execution across all acquisition channels**, including B2B Demand Gen, Google-Bing-Taboola-Quora Ads/Search, Organic Search / SEO, Affiliate, Review, and online pages with measurable results structured to efficiently the **MER** outcomes.

(Remote Work) Performance Results YoY:

- ✓ The Proven Inbound Marketing and Sales Funnel **generated the most significant signing value (ARR)** deal with N.A. Fortune 500 Company.
- ✓ Restructure the engagement and Product Funnels, which **increased by over 40% in Marketing Conversion**.
- ✓ I recreated the product messages, product marketing awareness, focusing solution approach, and Clients-Account Executive approach, **which increased in 300%** the engagement and meeting to SQL.
- ✓ It increased Company Sales by **more than 170% within less than 18 months**.

Fruition TechFund, LLC | Chicago, IL Chief Investment Officer (CIO) | May 2012 - Jan 2015

Technology Private Investment Fund, expertise in SAAS, B2B2C Software, and Enterprise Platform Solutions.

Served as chairman of the investment committee. Screened High-tech companies for investment potential and presented information to investment committee board members. Oversaw marketing and sales teams.

(Hybrid Work) Performance Results YoY:

- ✓ Two national (US) Successful Investors Roadshows in Boston, NY, Chicago, Florida, and Seattle.
- ✓ Triggered **60% annual yield** for investment groups and through Marketing Crowdfunding Platform.
- ✓ He played an integral role in **financial forecasting and raising \$15M**.
- ✓ **He has achieved a unique fund structure for the alternative investment market** as part of the startup investment industry-leading directly to joint ventures.
- ✓ **Kiefer 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.

Applicure Technology, LTD | Tel-Aviv, IL & New-York, NY Chief Executive Officer (CEO) | Nov 2009 - April 2012

Cybersecurity B2B Software (SAAS) solution - Recruited by the Board of Directors to serve as CEO.

I led strategic planning to develop an efficient business model for the company SaaS Products and Enterprise Software Solutions (B2) and managed international sales locations in US and Israel.

Re-Built marketing and sales team to meet current political factors and ensured global compliance. We identified and implemented cost savings initiatives. Advanced monitor performance tools for remote and in-office teams.

(On-Site Work) Performance Results YoY:

- ✓ **Kiefer has Restructured 50+ employee organizations**, including the management team, to focus more resources on strategy, sales, and marketing.
- ✓ Managed and led multiple disciplines teams (R&D, Sales, Marketing, Support, Board, and Investors) to remodel 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 the marketplace needs, and which as a result, **successfully led** a company to:

- ⇒ Increase **company sales by 30%** in less than nine months.
 - ⇒ Increased efficiency by **more than 150% while growing customer** base by more than 200%.
 - ⇒ Developed priority accounts and provided product marketing strategic direction for 50+ staff which **decreased Churn Rate by 50%**.
- ✓ He successfully **led 80% demand of Rights Issue** Offering through the Tel-Aviv Stock Exchange.
 - ✓ **Reversed years of multi-million-dollar** losses to make a break-even point with strategies for sustaining business operations with profitability.

Infima Technology, LTD | Tel-Aviv, IL
Chief Executive Officer (CEO) | Feb 2005 - June 2009

Digital Images propriety Compression Technology. (Software/FPGA Solution)

The organizational founders recruited **me to raise original capital funds** and served as CEO.

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

(On-Site Work) Performance Results YoY:

- ✓ He built the organization from zero revenue to **over \$10M value after the second year.**
- ✓ He negotiated key contracts with C-level executives, **including Yahoo!, Toshiba, Fujitsu, and Adobe.**
- ✓ We launched an end-user application, which reached the top 10 downloads on download.com.

Education and Credentials

Ph.D. in Leadership (2019- On Hold)- Alliant International University – San Diego, California (4 GPA- 1st year)

MBA, Finance, and Strategy (09/2002-06/2005)- The College of Management – Israel (3.7 GPA)

BA, Business and Information Technology- (09/1999- 06/2002) Netanya Academic College – Israel (3.9 GPA)

Public Speaking | Panels | White-Papers

[Host and Manage Enterprise Panelists Event, 2022](#) | [e-Book: Build Account-Based Marketing Ops \(ABM\)](#)

[Build Your Marketing & Sales Funnel, 2018](#) | [Analyze Inbound Leads, 2017](#)

[Business Development, 2015](#) | [High Tech Investment Structure, 2014](#)

[Inventors Events 2012](#) | [Investment Summits, 2011](#)

Technical Proficiencies

Video Over IP Networks | SaaS | Video OTT | Enterprise Software | Web Application | Mobile Application IoT | Virtual Team Applications | Cloud Systems | ZoomInfo | Project Management | Microsoft Office Suite | Trello | Slack | Social Media Software | Salesforce | Email Automation Applications | Marketing Automation Platforms | HubSpot | Marketo | Pardot | Google Analytics | Google Ads | SEO | Video Creation | Zendesk | Monday | Asana | MA-Excel | MA-Word | MS- Power-Point | Outlook | API | JIRA | AWS | ABM Automation Software | MEDDPIC | CRM | Salesforce | NetSuite | Drift | IP Phones | Webinar Platforms | Zoom | Confluence | Pipedrive | Mautic |