

Loren Peer

www.linkedin.com/in/loren-peer-project-manager

● Herzliya, Israel ● Phone: 972-52-5454391 ● E-Mail: Loren150@gmail.com

Professional Summary

Highly motivated and results-oriented Sales & Development Manager with 7+ years of experience in project management, business development, and customer engagement.

Strong leadership and communication abilities to build and manage cross-functional teams, coupled with a passion for sports and an understanding of technological trends.

Former Captain of the Israeli Handball Team, dedicated to encouraging teamwork, excellence, and innovative problem-solving.

Work Experience

2022 – present: Boa Ideas | (E-commerce Software Company)

Project Manager

- Plan and manage strategic projects from E2E using Agile methodologies, including defining project scope, goals, timelines, deliverables, monitor and analyze project metrics.
- Strategic Partnerships Creation & Account Management -Collaborated with clients and key stakeholders, including executives and cross-functional teams, to ensure clear communication, alignment, and support throughout the project lifecycle.
- Driving Operational Excellence by leading cross company strategic initiatives to optimize operations: Building BI, data-driven tools and reports to support management decisions.
- Defining E-commerce solutions for both B2B and B2C markets, with a focus on user interfaces (UX/UI) and Backend Integration (ERP, CRM, Apps).

2021 - 2022: Yuvital (Formerly Rumble Wellness) | Product company

B2B Sales & Project Manager

- Managed and led projects from requirements analysis, process definition, and requirements documentation to full implementation of both White label software and customization of White label.
- Developed and managed the company's B2B sales, including locating potential customers, defining customer needs, creating price quotes, negotiating, and finalizing agreements.

2017 - 2021: Israel Handball Federation

Project Manager & Director of Women's Division

- Led a team of 10 employees, including recruitment, training and development, control, feedback, and problem-solving.
- Promoted and developed women's competitive sports activities, raised funding and allocated resources to increase the project's activities.
- Managed the "Athena" Project: created work plans and budgets, monitored and tracked execution vs. plan, responsible for quarterly and annual reports.
- Led the division's digital and social media strategy, including work plans, re-branding, creating targeted campaigns, digital banners and clips.

2005-2017: A.B Diamonds Ltd (Manufacture, Import and Export of Diamonds)

Sales & Business Development Manager, 2012-2017

- Managed and trained local and international sales teams (5 employees)
- Developed and managed the company's sales operations and cultivated customer relationships.

- Retained and expanded customer segments in the USA and Belgium; crafted value propositions, negotiated and finalized agreements, grew activities, and improved customer satisfaction.
- Monitored and controlled the company's B2C revenues in the US, and B2B in the European market.
- Led the company's operations.

Gemologist and Buyer, 2005-2012

- Sourced and qualified suppliers, procured diamonds by category, negotiated, and finalized agreements.

Education

- 2020- 2022 **MBA, Technologies and Digital Businesses**, Ruppin Academic Center (**graduated with honors**)
Technological courses: Business Intelligence (BI), big data, Business Analysis, Artificial Intelligence (AI), Machine Learning, Business Technology, Blockchain, etc.
- 2006-2009 **BA in Business Administration**, University of Derby

Professional Courses

- 2022 **Data Analyst Course**, Product Experts
- 2020 **Project Management Course**, The Open University of Israel
- 2020 **Directors Course**, The Israeli Center for Management
- 2018-2019 **Senior Sports Management Course**, Wingate Academic College

Military Service

- 2003-2005 NCO Logistics - Professional Athlete Service (Logistics Corps)

Computer Skills

- Project Management Tools: Monday, MS Project, Asana, Click-Up
- BI: Tableau, Qlik Sense, SQL
- Design Software: Miro, Canva
- E-Commerce: WordPress, Shopify, Wix

Languages

Hebrew – Native | English – Excellent
 American citizenship

* Recommendations will be provided upon request