

Peter Kurz

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Hashomer 3, Givatayim, Israel

Professional Goal:

A senior management position that will leverage my expertise and experience in the fields of **multi-cultural international management, marketing and strategic business development**, to grow and develop both the market scope and profits of the company, as well as my personal and professional horizons

Professional Experience:

2012 – today. Founder and CEO, P.R. Amaya Consultants

Marketing/export consultant for Israeli companies. Define vision and goals, and the path to realize them; develop and implement marketing strategies; develop new distribution channels and tools in the digital age, including social media marketing; find new customers and markets; manage overseas subsidiaries; work closely with all company stakeholders.

- Consumer goods products to DIY market, utilizing digital e-commerce tools as well as traditional marketing approaches – B2B and B2C. Developed marketing and pricing strategies; designed and directed digital campaigns on social media; negotiated with Big Box and brick and mortar enterprises. Worked with external professionals in media, PR, video and web development. Expanded to new customer segments and markets. Customers include Home Depot, Loews, Amazon, Houzz, Build.com, Manufactum, etc.
- Israeli Sports Start-ups in B2B marketing to teams, Major League Baseball and media outlets. Represent different companies utilizing technologies of big data, computer vision and AI to provide customers with added value.

1996 – 2012 Vice President of Marketing, Merhav, Israel.

Responsible for the local and international marketing of a publicly traded company, with \$75M in annual sales, the local market leader in the field of high end finished building products.

Building the export markets

- Growth of 320% within 3 years in exports by changing priorities and reassigning resources, focusing on growth markets and reaching niches directly, and transforming Merhav from local market leadership to international success.
- Responsible for the development, marketing and sales of over 85 new products that generated sales of over \$90 million in last 10 years.
- New business development, including the establishment and operation of overseas subsidiaries; initiating and implementing strategic joint ventures with international partners in the fields of marketing and procurement; negotiating and finalizing contracts with different partners, locally and overseas; developing new markets in Israel and overseas while penetrating new products to these markets.

Building the Israeli market

- Transformed the company within two years from an operating loss to net profit, by changing the marketing concept, defining new goals, expanding the distribution channels, developing new products, participating in trade shows locally and overseas and leading the company forward during a period of great instability in the Israeli market.
- Company today consistently maintains over 16% annually in operating profit

1989 – 1995 Marketing and Export Manager, Hamat, Israel.

- Responsible for the marketing and sales, locally and overseas of \$25M in turnover, with a 15% annual growth rate during my tenure, managing a staff of over 40 employees in sales, after-service, warehousing, accounting, support and exports.

1986 – 1989 Product Manager, Solcoor, New York.

Marketing arm for Koor Industries in the U.S.

- Responsible for the marketing and sales in North America of Koor and Kibbutz Industry factories, with an annual turnover of \$75 million. Managing a division of 15 product managers and 20 support personnel,

Volunteer:

2019 – today. General Manager of Olympic Baseball Team Israel

2005 – 2019. President and Secretary General of the Israel Association of Baseball (IAB)

2012– 2016 Vice President of the European Baseball Federation

Volunteer position in NPO's accountable for the development of baseball in Europe.

- Defining and implementing the strategic goals of the organizations during years of exponential growth in players and spectators.
- 20% annual increase in members and budget in last 5 years.
- Strategic cooperation between 38 different European National Federations, international sports organizations, and their members.
- Managing teams in World Championships (WBC), European Championships (Pony and CEB) and other international tournaments.
- Extensive fund-raising in Israel and overseas and building new facilities and fields in Israel.
- Working closely with the Israeli Sports Ministry, local municipalities, JNF, Israeli and foreign press and other bodies to promote baseball activities. Extensive use of social media and public relations.

Education:

M.B.A. – Management Science. Graduated with Honors.

Tel Aviv University

B.A. – Economics and Political Science.

State University of New York at Purchase

Other Activities:

- Board of Directors, Israel Export Institute, Consumer Products Division.
- Participant in the Wharton – Tel Aviv University Business Schools Marketing Program.
- Joint collaboration with design colleges and institutes to increase innovation.