

ADAM HOLTZ

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- Professional with expertise in business operations and corporate strategic planning. Leverage implementation of operating system, early-stage startup experience, IDC Herzliya MBA, and applied leadership experience in driving long-term business success.
- Coached leadership teams to implement an operating system to clarify company vision, increase traction, and foster team health.
- Worked closely with CEO of EventPlace to build company into a viable provider of event solutions with over \$1M in revenue and 12 employees.

PROFESSIONAL EXPERIENCE & SELECTED ACHIEVEMENTS

EOS Worldwide: Israel

Oct. 2021–Present

Director of Operations – Traction Specialists

- Manage internal operations and sales processes, including go-to-market strategy, strategic relations, and KPI reporting.
- Lead business plan execution, achieving or exceeding planned P&L objectives.
- Integrate all operating functions of the business.
- Lead, manage, and hold the team accountable for achieving agreed-upon commitments.
- CRM administration, contact management, building sales reports and dashboards, and team training.
- Work with business leadership teams to implement a complete operating system.

EVENTPLACE: Tel Aviv, Israel

Feb. 2020–Oct. 2021

Chief Operating Officer

- Integral role in building company from inception to \$1.3M in projected annual revenues, with 150% monthly growth.
- Partnered with CEO on core business operations, strategic initiatives, process design, corporate development, roadmaps, value proposition, business models, financial analysis, go-to-market strategy, and customer success.
- Lead product management for full lifecycle of core EventPlace meeting platform. Directed engineers from customer analysis to system requirements, product development, UI/UX/functionality design, quality assurance, go-live, and evolution. Managed communication plan, project schedule, and product delivery.
- Built and led a high-performing Sales organization. Leveraged a competency-based approach to identify and recruit talent, and built out compensation structure, tools, demonstration platforms, training, and KPI reporting.
- Implementation and administration of Salesforce CRM. Built CRM to fit our sales workflow, configured functionality and reporting, built sales templates, reports, trained staff, and served as systems administrator.
- Produced pitch decks, marketing materials, and other collateral for investor relations and attended pitch meetings.
- Grew team from 2 to 12 employees. Hired and manage an organization of 10 staff across functional disciplines.

SENSPD: Tel Aviv, Israel

Mar. 2019–Nov. 2019

Marketing Associate

- Grew social media presence for early-stage MedTech firm from zero to 19K followers in 6 months. Liaised with leadership to create a social media content plan and cultivate compelling content.
- Built brand equity and awareness via design, delivery, and management of multimedia posts, blogs, and other content for Facebook and LinkedIn. Optimized website presence via analysis of SEO and SEM to elevate organic search results.
- Created decks and presentations for investors and events.

EDUCATION

IDC HERZLIYA: Herzliya, Israel

MBA, Concentration in Entrepreneurship (GPA: 88.32) – Awarded 2019

- **Collaborated in a broad variety of business incubation and startup class projects**, including Go-To-Market, business plan implementation, data analysis, product design, and business development.

TECHNICAL SKILLS: • Business Plan Execution • Strategic Planning • Operations • Project Manager • Product Management • Salesforce CRM • MS Word, Excel & PowerPoint