

Rony Stein-Peri

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A results-driven marketing leader, motivated by discovering new opportunities and leading projects across international markets. Thrives in a creative environment, surrounded by kind people. Passionate about empowering brands and experiencing new fields. A true believer in listening and being present.

Experience

2025 – Today: **Manager of the International Office**, The Max Stern Yezreel Valley College
Lecturer (Health system management), The Max Stern Yezreel Valley College
Lecturer (Economics and Business Management), Ariel University

2023 – 2024: **Student (PhD)**, Economics and Business Management, Ariel University.

2021 – 2023: **Head of Marketing, Fortunet E-commerce investment bank**

- Building & leading the multichannel marketing plan, including the company's digital assets (Company website and social media).
- Planning & executing the company's annual conferences & virtual events.
- Developing & executing the company branding strategy across all platforms (Internal communication included)
- Analyzing & optimizing data from multiple platforms into compelling business insights to drive competitive advantage.
- Full accountability of the department budget (P&L, Payments and Vendors tender)

2020 – 2021: **Global Category Manager, SodaStream International**

- Leading the product marketing strategy to successful co-brand launches worldwide.
- Develop through leadership initiatives that result in strengthening the brand positioning across international markets.
- Full accountability of the product lifecycle (GTM & NPI) from the initial idea through development to a successful launch and ongoing performance.
- Mapping the Customer Journey to maximize CLV (Customer lifetime value).
- Present and lead strategic discussions among C-level executives, which lead to establishing partnerships among all parties worldwide.

2017 – 2019: **Marketing team leader, Nielsen Israel**

- Leading and inspiring a team of 7 Customer Success Managers and Marketing Data Analysts in the CS department.
- Practicing cloud-based Big Data platforms & personal-based data methodologies.
- Processing & analyzing data into compelling marketing insights according to the customer's needs.
- Managing the strategic accounts, both globally and locally. Consulting on potential business growth, market trends, brand strategies & category buyers.

2013 – 2017: Global Category Manager, Keter Group

- Executing the B2B marketing plan and achieving its goals.
- Lead the product development process by collaborating with colleagues in Marketing, Sales, and Engineering, as well as suppliers in Design and Research.
- Ensure optimal outcomes in terms of timing and budget for both customer satisfaction and organizational goals.
- Translating customers' needs into product requirements (alongside the UX team).

2011-2013: Marketing and New Media Specialist, Independent Consultant

- Developing and establishing the social media presence.
- Building the organization's yearly marketing plan.
- Managing and monitoring the organization's social assets.

2009-2011: Marketing Manager, Diplomat (Rakuto)

- Managing the product life cycle from ideation to launch.
- Executing the business development strategy.
- Profit & Loss accountability.

Education

2020-2024: **PHD** – Economics and Business Administration, Ariel University.

2011: **Diploma** - Social Media Manager, New-Media College.

2005-2010: **Master's Degree** - Industrial Design Management, Technion institution.

2000-2004: **Bachelor's Degree** - Political Science, Tel Aviv University

Languages

Hebrew – Native | English – Bilingual proficiency

Volunteer experience

2021-Today - **Community Relations Manager** - "We are here to help."

2022-2025 - **Deputy unit commander and manager of the control room** - Regional SAAR unit (Initial self-rescue)

Israel Defense Forces

1995 – 1997 The armored corps, Officer (Deputy)