

Danny Isserles
CEO • CMO • EXECUTOR

SELECTED ACHIEVEMENTS

- Established an Israeli-based Robotics company in the US and led global product launch and GTM; Built a team of 17 employees operating E-Commerce, Marketing, Sales, Logistics, Customer Support & Finance; Generated 87% of the company's global sales and exceeded all defined KPIs.
- Built and managed in-house global marketing (full stack) for B2B & B2C incl. copy, content, performance, product marketing, PR, thought leadership, and live events.
- Steered a scattered Natural-products organization back into a channeled route, increasing revenue by 300% in 6 months, opening both B2B and DTC channels, and establishing an in-house brand.
- Led marketing for a Defense B2G company incl. branding, social, and media packages for U.S B2G RFPs valued at 1.4 billion USD.

EXPERIENCE

PSC HOLDINGS INC. - CEO / CMO
Seed-to-Market Natural Product Enabler

New York, NY
February 2021 – Present

- Consolidated scattered company assets and manpower to streamline processes from customer acquisition through product brief to PD and successful deliveries.
- Built PSC's Marketing arm – Multiplied online presence, created catalogs, websites, social media presence, event schedule, sample products, and kits. Defined and hired a digital marketing position.
- Established PSC's sales capabilities - Creating pricing sheet, reach-out methodology, Sales objectives by product and client vertical, Sales cycle process establishment.
- Formed PSC's independent Food & Beverage R&D lab in NJ, to gain a technological and innovational edge.
- Created an in-house F&B Brand – Potent Kitchen
- Led acquisition of a Colorado-based food manufacturing facility to lower COGS and increase reachable market from premium only to premium and mid-market.

TEMI USA INC. - CEO & VP of Marketing
Personal robot for business engagement

New York, NY
September 2016 – June 2020

- Conceptualized and created initial fund-raising presentation – \$60M round secured within 10 days.
- Established temi's marketing organization (Full-Stack); Branded *temi* brand from the ground up including naming, messaging, visual language, guidelines, and tone; Designed and implemented work methods to ensure global brand consistency.
- Directed multiple teams in the creation of all digital and physical assets; Strategized and executed all external communication to build presence and raise discussions aimed to create ubiquity and build a non-existent market.
- Led *temi's* PR resulting in 200 articles per year and winning multiple awards, creating strong consistent global brand awareness; Executed over 50 in-person marketing events annually, generating over 40% of the company's customer base and partnerships.
- Established and led the US entity of 17 employees; Built trained and supervised all company departments operating Logistics, Operations, Support, Marketing, Sales, and Software

development; Defined global engagement and processes with Chinese and Israeli teams; Managed a \$2.4M annual budget.

- Exceeded company KPIs with newly built departments - Customer satisfaction over 90% within 4 weeks, nearly flawless logistics record (99%), US Sales Department sold 87% of company's global sales.
- Created and nurtured a company culture of friendship, communication, curiosity, excellence, and fair trade.

NISSAN NATIV ACTING STUDIO - Teacher – Creative
Acting/Directing/Scriptwriting

Tel Aviv, Israel
September 2016 – August 2017

DIP - Founder & CEO
Content Marketing & Production Services

Tel Aviv, Israel
Sept. 2008 – Sept. 2016

- Championed marketing for a Defense B2G company incl. branding, social, and media packages for U.S B2G RFPs valued at 1.4 billion USD. (Ongoing project – 3 yrs.)
- Revolutionized an old-fashioned and expensive field with service-based offerings making it accessible for SMBs; Budgets between \$3K-50K manned by 2-35 ppl; Mobilized organizations from brand anonymity to leadership applying tailored marketing strategies and content.
- Raised \$3M towards the establishment of a leading arts institution in Israel; Envisioned, produced, and directed multiple live shows and festivals consisting of Israel's top 40 stage artists.

TZIPORELA LTD. - Marketing & PR Manager
Groundbreaking Israeli theater company

New York, NY
May 2014 – October 2016

- Managed Marketing and PR teams with a 300K budget; Developed and executed all marketing content and multiple live activations for hit Israeli show *Odd Birdz* with emphasis on low-budget guerrilla marketing; Generated sales of 4K tickets for 50 off-Broadway show runs; Featured in *The New York Times* and *TimeOut Magazine*.

CAREER NOTE

- 4 Years of combat service as a Commander in the Israeli Air Force Elite Commando Unit *Shaldag*

EDUCATION

COLUMBIA BUSINESS SCHOOL New York, NY
Chief Marketing Officer Program - (Present – May 2023)

TEL-AVIV UNIVERSITY Tel Aviv, Israel
Executive Management Studies – 2 Semesters (September 2012 – June 2013)

TEL-AVIV UNIVERSITY Tel Aviv, Israel
Philosophy & Literature Studies – 1 Semester (September 2008- June 2009)

NISSAN NATIV ACTING STUDIO Tel Aviv, Israel
B.A (September 2005 – August 2008)