**Len Kaplan**

Telephone: +972-50-6294090

Residence: Mazkeret Batya, Israel

lenkpln@gmail.com

* **Experienced senior executive with proven leadership skills**
* **Extensive cross-cultural talents for diverse environments**
* **Team-building customer-oriented management style that motivates and yields results**

**Professional Experience**

**2017-present Senior V.P. for Marketing and Strategic Development, Rotem Industries**

* Oversees corporate-wide marketing and sales activities
* Formulates and implements corporate strategy
* P&L responsibility for specialty business units

**2005-2017** **Director, Medical Imaging, Rotem Industries**

* Managed GMP-certified, market leading business unit (ca. US$20 million in sales, 65 employees) that developed, produced and distributed consumable products used for medical imaging
* Responsible for production, quality, sales, R&D and overall P&L
* Tripled sales and profits with limited resources, established development and production functions in previously distribution-only operation
* Oversaw fully-owned subsidiaries in Germany and U.S. and world-wide distribution network that led its market in high-growth competitive environment
* Led strategic planning and oversaw development projects

**2001 -2004 Marketing and Sales Manager, Medical Imaging, Rotem Industries Ltd.**

* Managed world-wide marketing and sales of high-growth chemicals for medical imaging
* Maintained direct contact with end users in certain markets, in others managed network of representatives and subsidiaries
* Leveraged quality and service into competitive advantage
* Built brand and positioned flagship product in anticipation of heightening competition, widened product portfolio

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**2000-2001 Marketing and Sales Manager, Carbon Membranes Ltd.**

* Headed marketing and sales operations of a start-up producing gas separation systems with unique, untried technology
* Packaged technology for commercial evaluation
* Conducted in-depth market evaluation and defined company’s potential value for owners

**1997-2000 Market Development Manager, Dead Sea Periclase Ltd. (ICL Group)**

* Developed new products and markets to reposition company in shrinking, highly competitive environment
* Managed sales and distribution of ca. $15 million/year, extending marketing reach into Southeast Asia, CIS and Latin America
* Operated Japanese-Israeli jointventure

**1988-1997 Product Manager, Dead Sea Periclase Ltd.**

* Created and managed world-wide network of agents and distributors for specialty chemicals
* Negotiated and managed OEM agreement with major U.S. entity.
* Managed logistics unit

**1985-1988 Orchard Manager, Kibbutz Sasa**

**Education**

 B.S., Economics and Industrial Relations, Cornell University, 1978

 M.S., Management, Boston University-Ben Gurion University, 1992