

# Shmulik Kitainik

## CURRICULUM VITAE 2019

### **Personal Data:**

D.O.B: 10 Jan 1974

Status: married +2

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### **Contact:**

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Born in Israel, moved to Argentina at the age of 13 and returned to Israel 14 years later all by himself claiming all the way to a senior position in the Israeli advertising industry.

With more than 19 years of experience in the advertising and marketing industry, Shmulik has worked in leading agencies providing services and consultancy for local and international companies, living the digital revolution of the advertising industry from its beginning and have been part of the digital transformation for key clients in different sectors.

In 2017 J. Walter Thompson International, selected him among more than 10,000 employees all over the world, to take part of the prestigious talents HIP program, to become part of the company's leadership.

### **Working Experience:**

#### **Strategy VP at JWT Israel advertising agency (2013-actual)**

- **Business Development:** Leading the agency strategic department developing marketing, business and communication strategies, also leading new business pitches.
- **Client Partner** - In addition to on-going client projects, built and implementing annual business plans and budgets for local and global brands.
- **Digital Solution Driven** -Developing Offline Online, E-commerce, Mobile first and digital transformation strategies.
- **Road Mapping with Clients** - Identifies future growth opportunities, trends, and consumer behavior analysis.
- **Business Initiative** - Creating and developing products, services, websites and Apps with and for clients.
- **Thought Leadership** - Creating inspirational and enriching sessions for clients and team, ensuring effective communications across content, social, digital, experiential, shopper marketing, and above-the-line channels.
- **Major clients:** Materna Baby food (Nestle), Lexus, Livnat Poran, Electra, Sauter, Duty-Free James Richardson, Bayer, Ariel University, Colgate, Dyson, KitKat, Lavazza.

#### **Partner VP at Ashkenazy Zalsman BSA Advertising agency (2009-2013)**

- **Create agency** strategic department, developing marketing communication strategies and solutions for private and public sectors.
- **Conduction** and analysis of research of various business fields.

- **Initiate** the affiliation with Martin Lindstrom's Brand Sense Agency, becoming the first multisensory branding agency in Israel.
- **Build** collaborative, distributed global teams to harness specialist skill sets.
- **Winning** 8 new business, growing from an annual turnover of 16M NIS to 35M NIS.
- **Major clients:** SYM, Yamaha, Kawasaki, Bridgestone, Bank of Jerusalem, Israeli Standards Institution, Israel Railways, Chamber of commerce, Ben Gurion University, The Galilee Development Authority and more.

**Director Public – Sectors advertising department Arad Communications / Euro RSCG (2007-2009)**

- **Creating** communication strategies and implementation, political campaigns, and branding processes for a variety of public entities, regional councils, politicians and private companies.
- **Team leading** of an independent business unit.
- **Winning** new business.

**Major clients:** Golan Regional Council, Tamar Regional Council, Lapam, Shlomo Sixt, Egged, Ministry of Education, Ministry of Justice, Nir Barkat, Reckitt Benckiser, among others.

**Education:**

JWT High Potential Employees program NY 2017

Digital marketer and best practices (Lynda), digital workshops

**College of Management 2004**

BA in communication and Management

**FAECC Buenos Aires 1996**

Advertising and Communication Degree

**Awards:**

Cannes Lions (Cannes Chimera) 2014 – "The \$1.25 cube a multisensory experience"

EFFIE Awards 2013-2014-2016

Judging at NY Festival (AME) awards, EFFIE awards, and others

**Languages:**

Hebrew: Native speaker

Spanish: Native speaker

English: highly proficient in spoken and written

**Other Activity:**

Writes for leading Israeli marketing blogs and FB communities and a regular speaker at top academic institutions, passionate about cooking and vintage car restoration (actually a 1967 VW Karmann Ghia)