

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.
- Established UVeye's Technical Support department, increasing uptime by 70% and securing \$100M USD in additional funding.
- Built and managed a global marketing department (full stack) for B2B & B2C incl. copy, content, performance, product marketing, PR, thought leadership and live events.
- Led marketing for a Defense B2G robotics company incl. branding, social, and media packages for U.S B2G RFPs valued at 1.4 billion USD.

EXPERIENCE

UVEYE

Automatic Vehicle Inspection Systems
Director of Dealership Relations

New York, NY
October 2022 – August 2024

- Established UVeye's Technical Support department from scratch, building and scaling a cohesive team to provide software and hardware support - 3 software engineers, 7 in-house field engineers, and 2 outsourced field teams.
- Introduced reliability tracking and metrics, pinpointed repetitive and systematic issues and led significant product and reliability upgrades in collaboration with R&D to increase uptime by 70% driving customer retention and satisfaction. These improvements boosted investor confidence, securing an additional \$100M USD in funding.
- Created comprehensive documentation from the ground up. These enabled real-time issue resolution, team training, and streamlined processes.

TEMI USA INC.

Personal Robot for Business Engagement
CEO & VP Global Marketing

New York, NY
September 2016 – June 2020

- Secured \$60M in funding within 10 days by creating and presenting a compelling investment deck.
- Built and led temi's full-stack global marketing organization, including branding (naming, messaging, tone, and visual language) and ensuring global brand consistency.
- Directed teams to create digital and physical assets, executing external communications to establish temi as a market leader in an emerging industry.
- Led PR efforts, resulting in 200+ articles annually, multiple awards, and a strong global brand presence. Executed 50+ marketing events yearly, generating 40% of the company's customer base and partnerships.
- Established and managed the U.S. entity with 17 employees across Logistics, Operations, Support, Marketing, Sales, and Software Development. Managed a \$2.4M annual budget and streamlined global collaboration with Chinese and Israeli teams.

- Achieved key performance milestones, including 90%+ customer satisfaction within four weeks, a 99% logistics success rate, and 87% of global sales originating from the U.S. sales team.
- Fostered a company culture emphasizing collaboration, innovation, and excellence.

DIP / (Currently operating as **RTFM)**
Content Marketing & Production Services
Founder & CEO

Tel Aviv, Israel
September 2009 – September 2016

- Championed marketing for a Defense B2G robotics 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 making it accessible for SMBs; Mobilized organizations from brand anonymity to leadership applying tailored marketing strategies and content.
- Envisioned and produced multiple live shows and festivals to successfully raise \$3M towards the establishment of a leading arts institution.

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

New York, NY
February 2021 – July 2022

- Streamlined company processes by consolidating assets and manpower, enhancing customer acquisition, product development, and successful deliveries.
- Built PSC's Marketing and R&D capabilities, including an independent Food & Beverage lab, in-house brand creation (Potent Kitchen), and expanded online presence through websites, catalogs, and social media.
- Spearheaded strategic initiatives, including establishing a sales cycle and acquiring a Colorado-based manufacturing facility, reducing costs and broadening market reach from premium to mid-market segments.

CAREER NOTE

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

EDUCATION

COLUMBIA UNIVERSITY New-York, NY
Chief Marketing Officer Program (May 2022 – May 2023)

TEL-AVIV UNIVERSITY Tel Aviv, Israel
Executive Management Studies – 2 Semesters (September 2012 – June 2013)
Philosophy & Literature Studies – 1 Semester (September 2008- June 2009)

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