

BOAZ COHEN
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EXPERIENCE

- 2009 - current **ENTREPRENEUR** Secaucus, NJ
- Designing and developing a gift management website and other online products.
 - Consulting companies in technology product management and project management.
- 2007-2009 **ROSETTA MARKETING CONSULTING** New York, NY
- Rosetta is one of the top ten interactive agencies in the country and the second largest independently owned one (<http://www.rosetta.com>).
- Director of Marketing, 2008-2009*
- Leading a team of marketing consultants in building a B2B segmentation of business decision makers and IT managers for one of the largest software companies in the U.S.
 - Spearheaded efforts to build a segmentation based on Nielsen's Claritas ConneXions quadruple play telecommunication segmentation (TV, Wireless, Landline, Internet) for one of the largest Internet service providers in the U.S.
- Marketing Consultant, 2007-2008*
- Developed an HDTV segmentation for a leading flat-panel TV company by designing surveys, leading focus groups and conducting data analysis. Segmentation is used by the company to drive product development, media and creative messaging.
 - Worked with executives of the flat-panel TV company to improve retail relationship, marketing, advertising and product development.
 - Led efforts to reformulate the company's website to identify segments using a typing tool and a web analytic tool (Core Metrics).
 - Developed wireless and cell-phone segmentation for one of the largest wireless carriers in the U.S. to improve their product development, direct and email marketing, and retail marketing programs.
 - Headed Rosetta's analytical team in building a scoring model to score the entire wireless carrier's current customer base into their segment in order to improve direct marketing efforts.
- 2006-2007 **AMAZON.COM** Seattle, WA
- Product Manager - IMDb (Internet Movie Database – www.imdb.com)*
- Managed collaborative contribution product ("wiki" style feature) to encourage users' contribution to the site. (See example - <http://imdb.com/title/tt0133093/synopsis>)
 - Conceptualized, initiated and led the design for "Character Pages" in IMDb. (See example - <http://www.imdb.com/character/ch00000007/>)
 - Managed "Resume" service product, a subscription-based service that allows production cast and crew to enhance the vetted data that IMDb collects by uploading resume and photos. (See example - <http://resume.imdb.com/>)
 - Managed "Self Service Advertising" product, a system that allows advertisers to create on-line advertising campaigns with IMDb (<http://www.imdb.com/advertising/>).
 - Product management responsibilities included:
 - Product planning – Identifying market requirement and designing features.
 - Project management - Leading cross-functional teams of software developers, designers, and content editors to bring features to market.
 - Product marketing and P&L responsibilities.
- 2004-2005 **HOT TELECOM** Petach-Tiqva, Israel
- Senior Product Manager - Operational Support Systems (OSS)*
- HOT is Israel's largest cable company, offering cable, internet and Voice over IP, with sales of \$300 M per year.
- Established and directed the new Operational Support Systems software department.
 - Led cross-functional team of engineering, marketing, IT, operations and subcontractors to launch the new Voice over IP network on time.
 - Directly oversaw marketing and operation managers in all aspects of converting trial users and obtaining new users. By mid-2005 the Voice over Cable network was the largest in the world, with more than 20,000 clients.

- Selected by VP of engineering to manage six-person team, which developed long- and short-term strategies for network operations improvements.

1998-2004

ISRAELI AIR FORCE Computer Networks Branch

Tel-Aviv, Israel

Product Manager - Operational, Control, Command, Management software (OSS), 2002-2004

- Directed a 28-member team that developed improved OCCM software on time and on budget, achieving higher end-user satisfaction and increasing system efficiency by 40%.
- Led a strategic review and restructuring of communication networks management system, leading to 800% growth in system usage by end users.
- Negotiated maintenance contract for the communications network leading to a 15% cost reduction.
- Supervised the \$1.25 M maintenance contract with Nortel networks.
- Identified inefficiencies, presented analysis and recommended solution to top management. Initiative led to implementation of a CRM system in the Israeli Air Force.
- Ranked Captain while serving in a Major's position, youngest officer serving in this position.

Project Manager - Operational Data Networks Officer, 2001-2002

- Led and managed a \$15 M RFP replacing the LAN at the heart of the Israeli Air Force operational site, with leading telecommunication companies (Cisco, Nortel and Avaya).
- Oversaw routing equipment installed at Israeli Air Force, including purchasing new equipment, managing maintenance contracts and training of 120 staff members.

Project Manager - Managerial Data Networks Officer, 2000-2001

- Managed team of 15 members in a seamless update and conversion of IT (including software, databases, and telecommunication) for massive 1,500 person re-organization project in aggressive two-month timeframe.
- Led cross-functional team of engineers, IT and finance in the development and roll out of the IAF Intranet, the biggest intranet in the Middle-East at that time, on time and on budget. This \$15 M project was honored best project award in the IAF by the head of the Israeli Air Force.
- Honored with Best Officer Award, 2001.

Network Engineer and Team Leader, Data-Networks, 1998-2000

- Managed seven-person team that designed and executed data-networks projects in the Israeli Air Force.
- Drove re-engineering of the network to completion with limited financial resources improving network capacity by 30%.
- Honored with Best Officer Award, 1999.

EDUCATION

2005-2006

**KELLOGG SCHOOL OF MANAGEMENT
NORTHWESTERN UNIVERSITY**

Evanston, IL

Master of Business Administration degree (through accelerated one-year program).

- Majors in Marketing Management, Management and Strategy, and International Business.
- Elected class representative to the Kellogg Student Association (KSA) board.

2000-2004

TEL-AVIV UNIVERSITY

Tel-Aviv, Israel

Master of Business Administration degree.

- Graduated Summa cum Laude.
- Majors in Marketing Management and Management and Strategy.

1994-1998

TECHNION - ISRAEL INSTITUTE OF TECHNOLOGY

Haifa, Israel

Bachelor of Science degree in Electrical Engineering, emphasis in telecommunications, April 1998.

- Graduated Summa cum Laude.
- Three-time recipient of Technion President's Award; two-time Dean's List.
- Chairman of the Technion Electrical Engineering Department student body.
- Representative of Electrical Engineering Department student body to the Technion's student body.

ADDITIONAL INFORMATION

- Authorized to work in the U.S. (Green Card).