Yulia Froiman

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# Professional Summary

I live and breathe the world of sales, customer service, and business development. I combine a strong commercial vision with hands-on execution, leading complex sales cycles, building long-term client relationships, and delivering measurable business growth.

I bring strong interpersonal communication skills, with the ability to connect with new people, create meaningful business relationships, and identify new opportunities. I excel at transforming ideas into working products and developing innovative business concepts into real growth strategies.

# Professional Experience

## SimplyClub – Business Development & Sales Manager

2023 – Present

• Lead direct sales with large and strategic (enterprise) clients; consistently met and exceeded both personal and company targets (200% +).
• Combine business vision with hands-on sales execution to guide clients in optimal product implementation that maximizes growth and revenues.
• Design and optimize customer loyalty programs, loyalty clubs, and consumer networks; build data-driven journeys that increase retention and repeat purchases.
• Develop tailored upsell and cross-sell strategies that expand product portfolios and client LTV.
• Drive cross-functional optimization (Sales, Customer Success, Support, Product) to accelerate deal velocity and value.
• Implement AI tools in personal and organizational workflows to improve productivity and decision-making; collaborate with R&D to introduce AI-based product features aligned with business needs.
• Build strong, long-term partnerships and position SimplyClub as a trusted growth ally for clients.
• Led and organized industry meetups, presented the company  and participated in key retail conferences.

## Seazone – Co-Founder & CEO (2020–2023) | Business Development Consultant (2023–Present)

• Scaled the platform to 55K users with strong YoY growth and global brand awareness.
• Raised $1.7M through investor relations, pitch materials, and negotiations.
• Opened operations in Greece and France; led ~30 team members across Sales, Marketing, Support, Operations, and R&D.
• Represented the company at 20+ international events; established affiliate programs and partnerships across six countries.
• Currently advising on business development with emphasis on product strategy and global expansion.
• Led a phased rollout of a Fintech CaaS module, supported by deep research, delivery & implementation, opening new revenue streams.
• Drove AI-driven product enhancements to support customer engagement and international growth.

## HOMEPORT – VP of Business Development & Finance

2016 – 2020

• Delivered significant revenue growth via new international partnerships, products, and services.
• Increased organizational productivity through operational optimization.
• Recruited and managed ~300 remote employees.
• Managed the Finance Department with a turnover of 30M Euros, overseeing project budgets and reports.

## SimplyClub – Project & Account Manager

2013 – 2016

• Managed a portfolio of ~200 B2B clients; identified SaaS opportunities and drove upsell-led revenue growth.
• Built client onboarding flows and improved internal processes.

## Bank Leumi – Personal Banker (Stampfer Branch, Petah Tikva)

2012

• Provided financial guidance, managed client portfolios, and supported customers across banking services.

## Pelephone – Customer Service & Retention

2006 – 2012

• Started in the customer service call center; advanced to front-office service & sales; last 3 years focused on retention.
• CEO’s Excellence Award (2010) and multiple wins in internal competitions for achieving and exceeding sales, retention, and service targets.

# Professional Skills

• Business development and sales strategy
• Customer service and retention expertise
• Strong negotiation and closing skills
• Building and managing client relationships
• Guiding product adoption and implementation
• Cross-functional collaboration and operations management
• High-level interpersonal communication and networking skills
• Ability to connect with new people, create business ties, and turn ideas into working products

# Languages

• Hebrew - Mother tongue
• Russian - Mother tongue
• English - High proficiency

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