

Yulia Froiman

VP of Business Development

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Business enthusiastic with expertise in leading and leveraging business development units and outcomes, in companies and start-ups, with proven ability to exceed KPIs and establish a global presence. Looking for my next adventure where I can contribute and challenge myself.

Professional Experience

2020 - Present: CEO & Co-founder at [Seazone](#):

- Achieved a 200% annual income growth, 40K users, and global brand awareness.
- Exceeded yearly KPIs in market development, Go-to-Market strategies, and sales.
- Led the funding cycle and secured \$1.5M by crafting investment decks, engaging potential investors, and negotiating terms.
- Established two sites in Greece and France, leading ~30 employees remotely across sales, marketing, R&D, support, and operation teams.
- Representing Seazone at ~20 global boat shows and summits, and devised successful affiliate programs and partnerships across six countries.
- Actively involved in product development, aligning business objectives and customer needs for innovation.

2016-2020: VP of Business Development and Finance at [HOMEPORT](#)

- Increased revenue growth by 300% through strategic business development including developing new international partnerships, products, and services from scratch.
- Increased HOMEPORT's productivity and efficiency by 200% through hands-on operational process enhancement.
- Led the recruitment cycle of 300 employees and managed them remotely.
- Ensured a 99% satisfaction rate by maintaining ongoing B2C and B2B relations.
- Managed the Finance Department with a turnover of 30M Euros, overseeing project budgets and reports.

2013-2016: Project and Account Manager at [Simply Club](#)

- Increased growth income by managing a ~200 B2B client portfolio, and creating additional income channels by identifying new SaaS opportunities.
- Enhanced company productivity by Initiating new client onboarding and internal operational processes.

Education:

2010-2013: BA in Management, Center for Academic Studies Or Yehuda .

Training and Courses:

- 2023: Product Management course, [Product Experts](#)
- 2014-2015: One-year BI and Big Data training, [John Brice](#)