

Avshalom Choen

ACT - Founder

- CEO & VP, both, experienced in the establishment and ongoing management of manufacturing operations, planning, developing and leading to commercial success in the global markets.
- Efficient company management including administrative, financial, business and organizational development, production, logistics and supply chain; change management; recruiting, motivating and mentoring staff.
- Proven track record in developing and cultivating long term relations with strategic OEMs partners, leading international corporations and local authorities.
- Broad vision and business oriented, strategic thinker, excellent decision making capabilities.
- Extensive experience in working with different cultures throughout the world, and vast experience in China, Singapore, Taiwan and Japan.

Education:

- 2014-present: **P.O.C.D.** current study, the program in **Organizational Consultation & development, Psychoanalytic – Systemic approach.** "Tavistock" (London) & "Ofek" Institutes.
- 2011-2013: **M.Sc. in Organizational Behaviour**, major in Organizational Consulting, "Recanati" Tel Aviv University One-year practicum in organizational behaviour consulting at institution with 1800 employees; Stayed as a personal consultant of the CEO.
- 2007-2010: **BA in Psychology**, Israel the Open University.
- 1983-1986: **Practical Industrial Engineering**, Israel Institute of Productivity, Tel Aviv.

Professional courses:

Supplementary training for Senior Managers: reading financial reports – OJT, Orbotech.
Leadership program in GLT - among 50 talents of Strauss Group.

Professional experience:

2014-present: **Founder CEO and Senior Consultant | ACT**

- Provide consulting services to start ups and mature organizations in stages of strategic changes and transformation in operation model.
- Infrastructures design and production engineering for products transfer from development to manufacturing – NPI.
- Responsibility for consulting and support organizations during transition and establishment of Engineering, Procurement, Manufacturing, Operations and Quality Systems infrastructures in China and East Asia.
- Hold lectures about Chinese culture in business at academic institutes and business organizations.

2009-2014: **VP Operations and Product development | Strauss Water -Strauss Group**

- Board of Director Member of Strauss Water, reporting to CEO.
- Business Unit management including P&L of hundreds of millions of shekels.
- In charge of app. 200 managers and employees in Israel and abroad; create and implement work plans.
- Responsibility for the company's product development from concept to managing international supply chain operations on several continents.
- Manage strategic OEM suppliers in USA, Europe and Far East for BU's and subsidiaries in Israel, England and China.
- Overall responsibility for all company facilities and plants in Israel and Far East.
- Establish supply chain in China, for the local market, incl. systems engineering, development, QA, manufacturing and logistics for the Chinese market.
- Initiate and lead JV with Haier in China, Virgin in UK for goods and spare parts supply, service and technical support.
- Define policies; supervise regulations and quality standards.

1999-2009: **VP Operations and R&D | Tami 4 - Tana Industries**

- Member of Tami 4's Board of Director Member, reporting to CEO.
- Overall responsibility for the company's products from concept to delivery including design, development, engineering, manufacturing, distribution and installation at customers' sites.
- In charge of technical and logistic support to customers in Israel and abroad.
- Responsibility for app. 180 employees and managers; development, engineering, planning and control, logistics and procurement, QA, production and assembly units, field units, IT and back office.

Significant projects with direct responsibility:

- Design and construction of a new factory in the Ella Valley while changing operational concept.
- Supply Chain's ERP & PLM systems implementation incl. engineering and development.
- Development and implementation of "Family" and "Primo" products, incl. manufacturing and distribution infrastructures in Israel and abroad.
- Development and establishment of manufacturing and assembly systems in China, Europe, United States and Singapore, including OEM infrastructure.
- Implementation of Portable Computing in all field units: distributors, installers, technicians and collectors.

Previous Management positions:

CEO | NCA Ltd. Start-up of load / unload peripheral CNC systems for "Makino" in Japan

- Engineering and manufacturing aircraft parts and CNC processing for Israeli Defence Industry
- Company management including sales and marketing, finances, fund raising, development and manufacturing.
- Recruitment and management of 80 employees' incl. engineers and plastics technology specialists.

Director of Production Division | Orbotech Ltd.

- Member of the Operations Division Executive team, reporting to the COO.
- In charge of 75 employees, professional engineers, technicians and logistics.
- Full responsibility for the Division's technology aspects: optics, mechanics, electricity, electronics etc.
- Management of company's products production processes, logistics, subcontractors and suppliers in Israel and abroad.

Military service:

- Commanding and training positions at "Golani" Division; Released as Deputy Battalion Commander (1976-1982).
- Reserve service as Battalion Commander, rank: Lieutenant Colonel (until 2004).

Languages:

Hebrew - mother tongue | English - at a high level.

** Recommendations will be provided upon request.