

ASSAF LUXEMBOURG

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Birth: November 12, 1984

EXPERIENCE

Assaf Luxembourg | Independent Consultant and Speaker 2013-Today

- **Founded my own business** as a consultant, speaker, mentor and moderator, with a focus on promoting businesses in Israel, and Israel's reputation as the "Start-Up Nation."
- **Providing professional content and seminars** to various audiences, in Israel and abroad, on personal development and business skills, Israel's economy and high-tech industry, doing business in Israel, and more.
- **Consulting and advising** various projects, start-ups, accelerators and entrepreneurs with business development, marketing, sales and more.
- For further information: <http://www.assafluxembourg.com>

Silo | Director of Business Development 2017-2018

- **Developed and lead a team** under a designated pilot, in order to help with product market research, business development and brand-ambassadorship for Silo's networking platform.
- **Initiated and lead** the company's partnership with Masa Israel Journey internship projects.
- **Lead a team** of two interns, from hiring and mentoring to daily management.
- For further information: <http://silo.co>

Techstars | Business Associate 2017-2017

- **Business advisory for start-ups** at the 2017 cohort of Barclays Accelerator (3-month program).
- **Focus on strategy, business development, marketing and sales** for the cohort startups, who operate all within the sectors of FinTech and Cyber security.
- **The Accelerator is powered by Techstars** – A world-known operator of start-up accelerators.
- For further information: www.barclaysaccelerator.com/#/tel-aviv | www.techstars.com

Crowdmii | CEO 2015-2017

Crowdmii (Crowd Made in Israel) is a crowdfunding platform for Israeli start-ups, focused on connecting Israel supporters from around the world with Israeli innovation.

- **Designed the company's business model and work plan** as an external consultant.
- **Joined the team as an external CEO** to lead and execute the business plan.
- **Generated the company's first success** – crowdfunding tens of thousands of USD for an Israeli medical start-up, including supplying their technology to 1,500 Holocaust survivors in Israel.

- **Generated the company's second success** – crowdfunding tens of thousands of USD for an Israeli solar and social development enterprise, to install their solar panels in an orphanage and hospital in Africa.
- **Led and negotiated a collaboration agreement with a leading market competitor.**
- For further information: <http://www.crowdmii.com>

BDO Israel | Senior Associate, Business Development **2013-2015**

- **Lead the firm's business development** in the banking, finance and capital markets.
- **Implemented work methodologies** in the firm's banking, finance & capital market cluster.
- **Worked with business information platforms** such as MS Dynamics CRM, Dun & Bradstreet, etc.
- **Initiated, lead and managed** the firm's bidding process for international consulting projects.
- **Worked with senior partners and executives** from various departments in the firm.
- **Initiated and lead** the firm's partnership with Masa Israel Journey internship projects.
- **Lead a team** of three interns, from hiring and mentoring to daily management.

StarTau | International Affairs Director **2012-2013**

- **Developed new revenue sources** for StarTau.
- **Lead** the International Department into an independent profit unit.
- **Managed a team** of 6-8 interns.
- **Managed projects** in business tourism, from financial planning to marketing, sales and logistics.

KCPS & Company | Marketing Analyst **2012-2013**

- **Designed and constructing a model** for the firm's market research needs.
- **Operated an on-going market research** related to the firm's target audience.
- **Assisted with marketing material** on content, structure and design.

Israel Ministry of Finance | International Affairs Department **2009-2012**

- **Public Diplomacy:** promoted the Israeli economy in English on-line.
- **Lead the re-construction** of the Ministry's English website.
- **Content Manager** of the Ministry's English website.
- **Constructed and operated** the Ministry's English social media operations.
- **Represented the Ministry** in various business and diplomatic events and conferences.

TAGLIT-Birthright Israel | Encounters Referent **2007-2009**

EDUCATION

Hebrew University in Jerusalem

2008-2012

Bachelor of Arts in Economics and Political Science.

MILITARY SERVICE

- 13 Months Coordination Officer of Adam Facility Base (without Officer Academy).
- 13 Months Operations Officer of Counter Terror School (without Officer Academy).
- 10 Months Naval Academy (Phase A), Counter Terror Instructors Course.

VOLUNTARY WORK

Advising non-profits on business development, marketing, fundraising and sales, including being an official board member in some cases. **2013-Today**

Mentoring and assisting young immigrants in Israel on career and personal development. **2013-Today**

ADDITIONAL INFORMATION

- Won the Community Giver Award at the WeWork Creator Awards Tel Aviv 2017.
- ROI Community member – Global Jewish social entrepreneurs.
- Techstars graduate – A global startup accelerator ecosystem.
- Voluntary military reserve service.
- Experienced in strategy, business development, marketing and sales.
- Experienced in persuasion, public speaking, content marketing and thought-leadership.
- Graphic, video, sound and editing skills.
- Native English level.

For testimonials, customers and additional information: <http://www.assafluxembourg.com>