

Danny ABRAMOVICH

13.01.1966

French and Israeli nationalities

Married + 2

An address in Paris and
another one in Tel-Aviv

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Danny Abramovich is a marketing expert: International marketing lecturer, marketing consultant assisting over 400 SMEs, and an entrepreneur heading a marketing plan application for SMEs.

TEACHING marketing as a visiting lecturer with a pracademic (practical & academic) approach

Danny is regarded as an Instructional Practitioner Faculty by The Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance.

- Teaching and facilitating advanced marketing, entrepreneurship and neuroMarketing, since 1996.
- Teaching MBA-level students in universities and business schools, mainly in France and Italy.
- Teaching advanced workshops in marketing and creativity in service-driven corporations.

UNIVERSITIES – teaching graduate-level, advanced marketing

Steinbeis University Berlin – largest private academic institution in Germany

Member of the IBR Global MBA faculty, IBR School of Executive Management.

Since 2013 (*ongoing*), teaching MBA New Venture Marketing in Haifa, Israel (and Shanghai, **China**).

LUISS Rome - The Libera Università Internazionale degli Studi Sociali Guido Carli

Since 2016 (*ongoing*), teaching 'Luxury Tourism Marketing', Master in Tourism Management and on and off an 'International Marketing' elective, MBA program.

Università Cattolica del Sacro Cuore Milan (UCSC)

Since 2016 (*ongoing*), teaching 'International Marketing', Master in Int'l Marketing Management.

SDA Bocconi University Milan

2009-2017 (8 years), teaching a yearly marketing course & member of the int'l faculty, MFB program.

The Hebrew University of Jerusalem – Faculty of Agriculture

1996-2012 (16 years), teaching 'Service Marketing', undergraduate program.

New-York University, Polytechnic Institute, USA & Israel (extension)

2009-2011 (3 years), teaching 'Entrepreneurship Marketing', graduate program.

INTERNATIONAL BUSINESS SCHOOLS – teaching graduate-level, advanced marketing

ESCP Europe

Since 2017 (*ongoing*), teaching 'Food & Beverage Management', MS in Tourism Management, Turin.

In 2016, teaching 'Marketing Consultancy', a specialized Master in Consulting, Paris.

Politecnico di Milano, MIP Business School, Milan

Since 2017 (*ongoing*), teaching 'International Marketing', MS in Multichannel Marketing Management.

In 2014, teaching 'Constructing Effective Marketing Plans' as an elective course, MBA program.

Polimoda Fashion School, Florence

2019, teaching 'Marketing Strategy and Branding' workshops, Master in Fashion Brand Management and Master in Luxury Business.

INSEEC Paris & Lyon

Since 2009 (*ongoing*), teaching selected marketing courses, graduate programs: MBA in Marketing & Brand Management, MBA in Luxury Brand Management, and MSc in Tourism Management.

South Champagne Business School (SCBS), Troyes

Since 2008 (*ongoing*), teaching selected marketing courses, BBA and MBA programs.

ESAM Paris (Group IGS) and Sherbrooke University, Montreal - double graduate degree

Since 2017 (*ongoing*), teaching 'Marketing Strategy and Branding', graduate level.

Further international experience as a marketing lecturer

- IPAG Paris, since 2017, a doctorate seminar 'New Venture Marketing', DBA
- ISG Paris, since 2006 (on and off), 'Entrepreneurship Marketing', MBA
- NEOMA Management School, 2012-2014, 'Advanced Marketing', MBA, France & **China**
- SKEMA Business School, 2013-2015, 'International Hospitality Marketing', MSc
- Paris School of Business, 2010-2017, 'International Marketing' & IMC, graduate programs
- University of Derby, UK & Israel (extension), 1999-2009, 'Service Marketing', BA-level
- Lauder Business School, Vienna, Austria, 2013, 'Sales Management', graduate program

CORPORATE TRAINING

Advanced marketing, NeuroMarketing, innovation & creativity workshops in corporations such as 'Nestlé Professional', 'Kempinski Hotels **China**', 'Volvo & Fiat Israel', and 'El Al Israel Airlines'.

BUSINESS BACKGROUND - Marketing 2 Go (1997) Ltd.

Since 1997, MARKETING 2 GO Ltd. (M2Go)

Founder

- Main activities of M2Go: Marketing consulting, intrapreneurship, and marketing training, mainly to do with service industries and SMEs.
- Major clients in Israel (past and present): Netafim Ltd. (founder of the drip irrigation industry), Assaf Harofeh Governmental Medical Center, Dead Sea Hotel Association, Israel National Parks Authority, Regional Councils, and more than 400 SMEs.
- M2Go is an authorized consultant and trainer on behalf of the Ministry of Industry & Trade.

2007-2008, NETAFIM Ltd.

Netafim University Project Manager, MARKETING Division

- Responsible to launch a "Corporate University" on behalf of the Marketing Division.
- Initiating and coordinating marketing-oriented knowledge management (KM) practices.
- Supporting frontal training activities in favor of external target audiences around the world.

2005-2007, ASSAF HAROFEH & SHMUEL HAROFEH MEDICAL CENTERS

MARKETING & Business Development Manager

- Responsible to promote 15 profit centers at this 900-bed hospital located near Tel-Aviv.
- Writing a marketing plan per profit center and executing it with the cooperation of senior doctors.
- Initiating and managing MarCom activities on site as well as in the neighboring communities.

1997-2004, DEAD SEA HOTEL ASSOCIATION, Dead Sea, Israel

Regional MARKETING Manager

- Responsible to promote the Dead Sea area in Israel and abroad, by coordinating among 15 hotel managements (4,000 rooms).
- Writing the yearly marketing plan and executing it with the cooperation of the Regional Council, the Ministry of Tourism and other related bodies.
- Initiating and managing Dead Sea marketing representations in Germany, France and in the UK.

1994-1997, MASTERCARD-ISRACARD Ltd., Ramat-Gan, Israel

Responsible for Research & Development, MARKETING

- Responsible for Research & Development of new products and services.
- Responsible for the liaison with MasterCard in the United States and with Eurocard in Belgium.

1991-1993, FOUR SEASONS Hotel, London, England

Cost Controller, Accounting and Finance Department

- Controlling purchasing, storage, production, pricing, budgets and food & beverage sales.
- Preparing a Monthly Divisional Report to include financial analysis & statistics, proposals of improving standards & procedures and other recommendations to the top management.
- Conducted an internship of six months at the Four Seasons, Inn on the Park, Toronto, Canada.

ENTREPRENEURSHIP

As a marketing plan specialist, Danny is a founder of a pre-seed venture, in cooperation with an Israeli big data company. The marketing-oriented application is to empower SME performance based on a virtual marketing manager: www.marketingPlanNOW.com

EDUCATION

1993-1994 - Graduate studies: EM Lyon, France

- MBA, specialized in marketing - Lyon Graduate School of Business, France.
Including an exchange program at Carnegie Mellon University, Pittsburgh, USA.
- Degree ranked by the Financial Times among the top 100 MBA's worldwide, since 2001.
- The degree is also recognized by AMBA, listing leading business schools in Europe.

1988-1991 - Undergraduate studies: Ecole Hôtelière de Lausanne, Switzerland

- Lausanne Hotel Management School, Switzerland.
- Graduated second in marketing.

LAUNGUAGES

+++ Fluent ++ Good knowledge			
	English	French	Hebrew
Oral	+++	+++	+++
Reading	+++	+++	+++
Written	+++	++	+++

ONLINE RESOURCES

A marketing educational video series has recorded **290,000** YouTube views (06/2019)
<http://www.youtube.com/user/dan559500>

A marketing educational PowerPoint series has recorded **390,000** Slideshare downloads (06/2019)
<https://www.slideshare.net/marketingplan>

OTHERS

- Member of the Alumni Association of the Lyon Graduate School of Business (since graduation in 1994) and co-representative of this institution in Israel.
- Member of the Alumni Association of the Lausanne Hotel School (since graduation in 1991).
- Fluent in Microsoft Office applications.
- For Danny's LinkedIn page, [click here](#).