Josh Leibovitch

International B2B sales and marketing · Hardware and technical products

josh.leibovitch@gmail.com · linkedin.com/in/joshua-leibovitch · Redondo Beach, CA → Tel Aviv

SUMMARY

B2B sales and marketing manager with 12+ years in technology, media and real estate. I run the full sales cycle for video transport hardware sold to multinationals in surgical robotics, own a $3M-a-year pipeline, and cover the UK, France, Spain, Germany and Italy. I also build the systems behind the sale: CRMs, email programs, Airtable operations and sales decks. Moving to Tel Aviv and looking for an International Strategic Sales Manager or Director role.

EXPERIENCE

Broadata Communications · Torrance, CA

2023 – Present

Digital connectivity for video, audio and data transmission

Strategic Initiatives Marketing Manager · AI, defense, AV and fiber optic development

- **Sales.** Run the full sales cycle, first call to close, with multinational customers in medical and surgical robotics. Own a $3M-a-year revenue pipeline across the UK, France, Spain, Germany and Italy.
- **Product marketing.** Grew sales by $5M with targeted campaigns for battery-powered wireless monitor stands, power distribution units and optical wall-plate products.
- **Leadership.** Led a team of 4+ on launches for uncompressed 4K and video-over-IP products, from go-to-market plan through sales enablement.
- **Pricing.** Contributed to 20% business growth and a 3% market share gain with pricing and packaging built on market and competitive research.
- **Trade shows and systems.** Ran the company's ISE Barcelona presence from an Airtable base I built, plus an Airtable PR system.
- **Launches.** Wrote launch messaging and built channel and technology-alliance strategies with the sales team.

Rodeo Realty · Beverly Hills, CA

03/2019 – 02/2023

Luxury residential brokerage across California

Product Manager, Marketing

- **CRM and email.** Directed CRM development with IDC Global: interface upgrades, troubleshooting and email system integrity. Improved deliverability across campaigns that sent millions of emails.
- **Brand and content.** Produced 11 commercials plus web, email, social and direct mail content during a brand refresh, for a brokerage that closed $7B in sales in 2021.
- **Digital.** Ran Facebook advertising, SEO and social media that improved agent retention and recruiting.
- **Training.** Led 100+ sessions for 1,000+ agents on social media, email marketing, AI-powered Facebook ads and CRM.

Josh Leibovitch

josh.leibovitch@gmail.com · linkedin.com/in/joshua-leibovitch

EXPERIENCE, CONTINUED

WME / Endeavor · Beverly Hills, CA — **01/2016 – 03/2019**

Global entertainment agency, part of Endeavor (8,000+ employees in 35 countries)

Marketing Coordinator and Agent Trainee

- **Bookings.** Ranked in the top 1% of assistants company-wide. Coordinated 300+ tour bookings for well-known artists, totaling $30M+ in gross ticket sales.
- **CRM rebuild.** Worked with development teams on a CRM rebuild, including data migration and integration.
- **Sales materials.** Created sales enablement materials and direct mailers for vendors.
- **Conferences.** Ran logistics and represented WME at the APAP conference, generating $500K+ in bookings.

SELECTED FREELANCE WORK

- **TaskMagic.** Reworked the sales process and built the sales decks. Sales calls went from about 10 to 100 a week.
- **Podcast booking.** Booked and placed 500+ guests through relationships with producers at top shows.
- **PPG Refinish.** Social media strategy for a social media restructuring project, via Upwork.
- **Social media advertising.** Scaled a caviar brand from $30K to $100K in monthly sales with paid social, at 400%+ ROAS and 700% ROI.
- **P&G.** Branding consult for social media.

SKILLS

Sales
Full-cycle B2B sales, pipeline management, multinational accounts, pricing and packaging, trade shows

Marketing
Product marketing, go-to-market, launches, sales enablement, email and deliverability, social media

Systems
Airtable (advanced), Zapier, SendGrid, Mailchimp, HubSpot, Excel macros

Markets
UK, France, Spain, Germany, Italy · ISE Barcelona · business travel to France and Italy

WHAT PEOPLE SAY

- "Josh is an ace! I was thrilled to have him on my team at WME. Any company would be lucky and grateful to have him." **Marc Geiger**, Co-founder and CEO, Gate 52 · former Global Head of Music, WME
- "Josh was a valuable partner for our social media project. He was adept in social media fundamentals and analysis tools and provided the strategy for our path forward." **PPG Refinish**, client review via Upwork

EDUCATION

University of Southern California — Los Angeles, CA

B.S., Business Administration / Music Industry