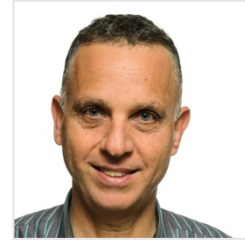


Baruch Deutsch
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Business executive experienced in Hi-Tech Product Management, Product Marketing, GoToMarket and Business Development. Silicon Valley and Silicon Wadi track record:

- 25+ years of demonstrable product, marketing and business success in the Communications, Software and Collaboration industries
- Senior positions in large companies and start-ups – three of which were acquired
- Built, coached and motivated product teams, balancing high output with retention
- Successfully grew product revenues from zero to \$200M annually
- Implemented Go-To-Market strategies in international markets - via Direct Sales, Value Added Resellers, System Integrators and Service Providers
- Developed relationships and negotiated agreements with strategic partners
- Drove key customer engagements, securing multi-million dollar deals
- Championed communication with key customers, analysts, and media

Lecturer and Mentor:

- Developed and delivery of Product Management courses at Tel Aviv University and Reichman University (formerly the Inter-Disciplinary Center, IDC)
- Mentor at [Microsoft ScaleUp](#) Accelerator
- Mentor at [Intel Ignite](#) Accelerator
- Mentor at [TechStars](#) Accelerator
- Mentor at Tel Aviv University [Coller School of Management](#)

Product Management/Marketing Consultant:

- Executive advisor on product management process and strategy
- Personal mentor to PMs, PLMs and CPOs.
- Develop product positioning and messaging frameworks
- Author business/technical marketing collateral
- Engagement experience with both startups and multi-national companies

Lifelong Learner:

- BSc and MSEE in Computer Engineering
- MBA in Marketing and Finance
- BA in Philosophy and History
- PhD candidate at [Technical University Darmstadt](#), Germany