

Josef Cohen

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Curriculum Vitae

EDUCATION

Education	Institute	Discipline	Year Graduated
Bachelor's	University of East London, London, England	Law (LLB)	1998
Master's	University of Derby, Israel Branch	Marketing (MAMM)	2007
Doctorate	University of Derby, Derby, England	Ed.D.	2017

Doctoral Thesis

Title: Outcomes of a marketing knowledge intervention using a metaphoric story-line approach: a mixed-methods study of 5 Israeli SMEs.

Supervisor: Professor Val Poultney

- 2019, Overseas Degree Evaluation Committee approved

Master Dissertation:

Title: The impact of developing third-generation telephony technology on product perception and word-of-mouth advertising

Scientific Areas of Specialization:

Mixed Methods methodology
Small and Medium-size marketing Management
Consumer economy
Consumer psychology
Organizational culture change

PROFESSIONAL WORK EXPERIENCE

2021 CEO / Law services - Law

Lead 15 -person Law office responsible for all marketing strategy, brand management, consumer acquisition and retention marketing, corporate communications, digital marketing, sales support, , business process flow definition, business technological supporting systems, Inbound marketing,

outbound marketing.

2017-2021 VP Marketing / Business development - Investments

Led 20-25-person department responsible for all consumer acquisition and retention marketing, Unique business model development , branding, corporate communications, digital marketing, sales support, project development and coordination, business process flow definition, business technological supporting systems , Inbound marketing, outbound marketing.

Drove record sales in excess of 5 million NIS per month.

2015-2017 Chief marketing (CMO) – Manufacturer

Company: Infrastructure and building industry sector with 650 people

Define marketing strategy, conduct market research, marketing plans, plan marketing budget, manage marketing department/staff, executed IMC (Integrated Marketing Communications) model to support corporate revenue goals and enhance brand awareness, approved new advertising budgets to increase sales by 64% in first year.

Implemented customer service methodology and standards that resulted in improvement of existing business customer services by more than 50%.

Re organized company managerial structure which resulted in a new division roll and responsibilities.

Developed and executed activities for customized software applications that have been designed to support the objectives of the organization by using Active Server Pages (ASP), JavaScript, Python, C+, XML, SQL and Microsoft languages, and product improvement across the board.

2007-2017 - Business Consultant for companies and organizations in Israel

Over 500 consultancies in Israel.

Created adjusted growth strategy and tactics for clients, identified new business opportunities, business problem solving, unique product and services development, optimized overall marketing scheme for clients online and offline including: SaaS marketing, Inbound marketing, outbound marketing, Planning Product Development & Introduction (product launch).

Designed and implemented digital and social media strategies with a focus on inbound marketing, consumer retention, SEM, affiliate marketing, re-targeting and display marketing, E-commerce.

Generated growth for 87% of my clients in revenues during the first year.

Leading complex inter-organizational processes to success.

Written over 50 business plans in different industries, Initiated market research studies and analyzed findings to understand customer and market opportunities.

TEACHING EXPERIENCE

Sapir College (2020-2021) – Digital marketing department

Lecturer in the Department of Digital Marketing Technologies leads the course of IOMA- Inbound outbound marketing analysis (IOMA) with a customized marketing brief

Part of the College research team in a project on behalf of the Ministry of Science: Ways of dealing with small and medium businesses in the periphery in crisis/test case: Corona epidemic, Israel 2020-2021.

West Galilee College (2016-2017) - Guest lecturer on marketing and advertising

Amal College Network (2005-2007) – Guest lecturer on marketing management

TRAINING AND SKILLS

Web Development 5.0, Web Programming – ASP, Net framework, SQL.

Java script, SEO, SEM, Graphics & Design-, Photoshop.

Research tools – Atlas.ti8, Tableau 2020.2, Excel.

Professional training in psychology, organizational psychology.

ADDITIONAL INFORMATION

Languages: Hebrew, English.

Proficient computer skills

Representative of Ries & Ries | Positioning Pioneers | Consulting.

Military service: 1989 – 1992

PUBLICATIONS AND SCHOLARSHIP WORK

Refereed Publications

1. Josef Cohen, Marom Shaikhe. Proposed Growth Model for SMEs Using the Delphi Method. Middle East Journal of Business. 2021; 16(2): 5-19. DOI: 10.5742/MEJB.2021.93890
2. Josef Cohen, Marom Shaikhe. Proposed Growth Model for SMEs Using the Delphi Method. Middle East Journal of Business. 2021; 16(2): 5-19. DOI: 10.5742/MEJB.2021.93890
3. Cohen, J. (2018). Overcoming SMEs' resistance to learning through a metaphor/storyline approach: A qualitative assessment of a novel marketing intervention. *Middle East Journal of Business*, 13(1).

- Cohen, J. (2017). Improving marketing knowledge among Israeli SMEs using metaphor-and storyline-based intervention. *Middle-East Journal of Business*, 12(3), 10-19.

Books

- Cohen, J., and Sullam, Y. (2010). 26 marketing mistakes to avoid and be successful. Doron books Ltd.

Non-referred Publications

- Cohen, J. (2019). *Innovation in Small Business, Should or Should Not?* – Allmarketing– Israel Marketing Portal
- Cohen, J. (2017). *Require a marketing person to increase sales - without strategy.* – Allmarketing - Israel Marketing Portal
- Cohen, J. (2015). *Establishing Credibility in sales.* – SiliconIndia– India Marketing Blog
- Cohen, J. (2015). *What is the best way to motivate salespeople?* – Allmarketing – Israel Marketing Portal
- Cohen, J. (2014). *The Product or What consumers Think About it?* – Allmarketing – Israel Marketing Portal
- Cohen, J. (2013). *Measure Success.* – Calcalist – Online Portal
- Cohen, J. (2012). *The Smart Advertising World: A Guide to Small and Medium size Businesses.* Allmarketing – Israel Marketing Portal
- Cohen, J. (2012). *Consumer behavior research: The lipstick reader.* – Allmarketing – Israel Marketing Portal
- Cohen, J. (2012). *The visual component speaks strongly of words.* – Calcalist – Online Portal
- Cohen, J. (2011). *Baby products in Israel are also one of the most expensive countries in the world.* The Marker – Online portal

Conferences

- HP Ranna – Marketing psychology in practice
- . Trellidor headquarters - Marketing psychology in practice, organizational psychology, Branding
- Canada-Israel headquarters – Sales psychology, body language in sales, Branding
- Derby University – Metaphors in the use of marketing
- . SME conference in Tel-Aviv – What is marketing
- Low electricity convention – Affecting the consumers

Papers in Progress

22. Comparing middle and north SME performance stability in Israel during COVID-19: Perspective through the efficacy of dynamic capabilities (With Dr Ohad Shaked)
23. In search for a new paradigm and fresh perspective for marketing operation within SME.
24. Identify critical factors and timelines that contribute to the achievement of a financial break-even point among SMEs.

25. Books in Progress

1. Playing marketing - A research-based training book for SMEs looking to save their business.

Research Review

26. Ref.: Ms. No. RSBE-2021-0210 "Biotechnology SMEs: Capabilities, Age, Size & Firm Survival"
Journal of Small Business & Entrepreneurship