



## **SERVICES AND BENEFITS for ISRAELI COMPANIES**



- **Local US presence and representation for Israeli technology companies that seek to optimize their existing US operations or to start operating in the US**
- **Improve dramatically the responsiveness to opportunities and issues in the US market**
- **Support marketing, business development and sales operations in the US, during regular local business hours; maximizing the live, interactive engagement with the US colleagues**
- **Rationalize and reduce the cost of US operations; for example, saving the costs of relocation or frequent, expensive and time consuming trips to the US**
- **Face-to-face engagement with customers, partners or suppliers in the US**
- **Identify new opportunities, customers or partners in the US; conduct due diligence**
- **Market research and business intelligence**
- **Vast network of contacts in senior positions in hi-tech companies and other sectors**
- **Our dual cultural background is important, even critical at times, to minimize misunderstandings and maximize the effectiveness of engagements between Israeli and American companies or individuals**
- **We are flexible regarding the collaboration model**

## **ABOUT US**

Aviel Vaisler, founder and owner of AVINNOVATION CONSULTING LLC is a veteran technology strategy, marketing and planning expert in the telecommunications industry. Aviel started his career as a senior engineering manager in the Motorola Cellular Networks business. During the 90's he had a pivotal role in the planning and engineering operations of one of the most complex, busy and fast growing cellular networks in the world. In 1999 Aviel joined the Motorola Mobile Devices business to start developing the global 3G market in general and for 3G mobile devices in particular. Aviel worked closely with major cellular operators, especially in the US. He was instrumental in the planning and strategy of Motorola devices and in supporting US operators with their planning, launch and growth of 3G networks and associated revenue-generating mobile services, such as multimedia, data and location-based services.

Aviel also has background in the Data Networking industry where he worked as senior solutions marketing manager. Before his career in the telecommunications industry Aviel served as a technical officer in the air force, in field and headquarters positions.

Aviel holds B.Sc. in Electrical Engineering (Magna Cum laude) from Tel Aviv University and MBA from Kellogg graduate school of management. Aviel also completed the coursework for M.Sc. in Electrical Engineering. Aviel has many years of working experience locally in the US technology market; Aviel is based in the US and is a US citizen.