

Jane Cohen



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Internal Communications Strategy ad execution for multinational companies

- Hands-on creating internal communications and employer branding strategy and its execution via multiple channels for global companies
- Responsible, dedicated, goal focused, deep understanding of technology and innovations.

Professional Experience

2020-2022- **INTERNAL COMMUNICATIONS MANAGER**, AUTODOC, TEL-AVIV, ISRAEL

- Developed and executed internal communications strategy for a team of more than 4000 employees, located globally
- Launched and implemented Company's intranet platform (employee engagement drivers and surveys)
- Day-to-day Icom activities- blogging, corporate communications, on-sites, change management
- Worked closely with Comps&Bens team on EVP – communicated mission and values, created and monitored onboarding program, recognition awards, L&D programs
- Worked closely with R&D team to create culture ambassadors for multicultural teams
- Together with HR created corporate wiki and worked on documentation simplification – business information, corporate content, policies and guides
- Selected tools and technologies for communications delivery.

2018-2020- **INTERNAL COMMUNICATIONS MANAGER**, AIRPUSH, TEL-AVIV, ISRAEL

- Built and launched Internal Communications Strategy for 250 remote employees, located in 18 countries
- Planned and wrote content for a variety of internal communications mediums (intranet, medium blog, business interviews, email bulletin.
- Selected tools and technologies for communications delivery.
- Aligned Ensure internal and external communication messages
- Prepared content for strategy documents for due diligence/M&A/pre IPO process

2016-2018- **HEAD OF BUSINESS DEVELOPMENT**, "SLUCHAEM.RU" PLATFORM, MOSCOW, RUSSIA

- Launched, and grew peer-to-peer fundraising and media platform from scratch. Reached over 600 crowdfunding campaigns
- In charge of go to market strategy and executing it
- On boarded 96 partners on a platform - performing full sales cycle with the customers

2014-2016- **HEAD OF INTERNATIONAL BUSINESS DEVELOPMENT**, ACTE-BCHA, MOSCOW, RUSSIA

- Created go-to-market strategy & launched Business Hotels Certification Program to more than 250 independent hotels in Russia and CIS
- Introduced the Program to global chains and independent brands in EU and USA
- Launched Regional program in UAE- via Data travel, managing over 1000 business properties in Dubai

2012-2014- **HEAD OF BUSINESS DEVELOPMENT, RUSSIA-CIS**, EXPEDIA GROUP, MOSCOW-LONDON

- Built strategic partnerships pipeline of over 100 companies, signed-up 30+ strategic accounts
- Created and implemented go-to- market strategy resulted in setting up market specific financial set-up, allowing local companies to become partners
- Complex contract negotiations- liaison with legal and financial divisions

2005-2012- **PARTNERSHIPS & BUSINESS DEVELOPMENT**, WEBMONEY TRANSFER, MOSCOW, RUSSIA

- Refined and implemented international business development strategy from scratch
- Established a pool of international partners from various online industries, altogether 40% of the company's revenues
- Lead cross-department teamwork to leverage business development opportunities

Education

MBA STOCKHOLM SCHOOL OF ECONOMICS, SWEDEN- RUSSIA

- Strategic Markets Development, with merit. Master Thesis on E-Commerce

MA LINGUISTICS- STATE UNIVERSITY, ODESSA, UKRAINE

- Department of Germanic Languages and Literature. Linguistics (English language and literature)

Languages

English (native), Russian (native), Hebrew (high-level) ,Ukrainian (native)

