

Haim Oren
Tel Aviv, Israel

Haim Oren is TBK global Chief Marketing officer and a partner of TBK consult based in Tel Aviv, Israel. With more than 25 years of experience with B2C and B2B marketing, advertising, branding, strategic planning, and sales development at leading Int'l marketing agencies and organizations like; Young & Rubicam, McCann Erickson, Ruder Finn, Tupperware & Jupiter Research.



Haim Oren

Haim's core competencies are:

- B2C and B2B marketing, branding and advertising
- Go-to-market strategy and marketing development & implementation both via traditional media & social media
- Extensive experience and personal network in the media, high tech, and venture capital industry in Israel, and the US.

From 1984 to 1994, Haim lived in New York where he worked for Young Rubicam. He later co-founded Zoëtics Inc., a Manhattan- based strategic marketing consulting firm where he advised companies like; *AT&T, Kraft-General Foods, Eastman Kodak, Time Warner, Procter & Gamble, KPMG, Avon etc.*,

Haim speaks Hebrew & English

Haim Holds an MBA in Marketing from the City University of New York, Magana Cum Laude and B.A in Political Science from Tel Aviv university-class valedictorian.

Haim received an Int'l recognition award for achieving the highest sales gain in the world while serving as the CEO of Tupperware- Israel.

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