
ARAN ARIEL (ERAN)

2426 Avenue L, Brooklyn NY 11210 | (347)237-7374 | eran.ariel@gmail.com | <http://www.eranariel.com/projects>

PROFESSIONAL PROFILE: Versatile professional, firsthand approach to leadership and technology with 20+ years of experience. Expertise in creating and developing iterative solutions in the field of deep crawl, ontologies & computational linguistics, and implementing ecommerce systems from selection of technologies to full implementation, hosting and support.

CORE COMPETENCIES

Ecommerce Customization	Software Development	Big Data/Unstructured Data
IT Solutions	Product Development	Business Analytics
Design and Implementation	Product Development	Startups and Innovation
Ontologies	Cross Functional Team Leadership	Competitive Intelligence
Semantic Web	Open Source Technologies	Offshore/Outsourcing
Computational Linguistics	Venture Capital	

KEY ACHIEVEMENTS

- Awarded grant from Intel Corporation with the CSO of Israel for a startup in the field of data science and computational linguistics, FocalPursuit, Ltd: Developing intellectual property
- Bootstrapped ecommerce software development consulting and implementation consulting practice and have delivered numerous customized ecommerce and CMS systems
- Recognized expert and contributor within the Zen Cart open source community: Developer and author of RTL UTF-8 bidirectional language package releases for Zen Cart
- Created 1st proximity marketing mobile app implementation in Israel supporting Android devices using long range Bluetooth antennas and receivers per OBEX Protocol, Ubuntu Linux with OpenProximity, and AirCable

PROFESSIONAL EXPERIENCE

Focal Pursuit Ltd. (Startup), New York, NY and (Israel) 2015 – Present and (2009 – 2015)

Venture Founder and Majority Stakeholder (CEO) (www.focalpursuit.com)

Established initially as an equity partnership with the University of Haifa in Israel, this startup develops a semi supervised and iterative ontology guided crawling engine/solution for unstructured datasets. The solution adopts the principles of an OSINT (Open Source Intelligence) approach to unstructured data for commercial/civilian use.

- Develop technology firsthand: currently coding enhancements with Java (new release in pre-alpha as Q1 of 2020)
- Lead all aspects of the venture including finance, R&D, legal and business strategy
- Create vision and devise method of implementation including business and technology strategy, adopting the principles of OSINT (Open Source Intelligence) for commercial/civilian – business and scientific/technology research
- Led a development team of three engineers: head of engineering, senior software developer, junior programmer
- Create product development roadmap, business plan and a business model

Ecommerce, CMS and Digital Projects Consultancy, New York, NY and (Israel) 2015 – Present (2010 – 2015)

Consultant/Entrepreneur (www.eranariel.com)

- Work closely with business owners and stakeholders on their business objectives, and in generating value and ROI through technology open source platforms
- Contract and lead offshore development & 3rd parties
- Lead the execution from vision to delivery of wholesale and retail solutions from the selection of technologies through full implementation in the following industries: food/beverages, fashion, legal, industrial and nonprofit.
- Lead hands on delivery of customized solutions covering payment integration, operations and inventory, Amazon FBA, analytics, CC&B, design, optimization, promotion and social media shopping integration
- Magento 2, Zen Cart, WooCommerce, Joomla! Drupal, Amazon FBA integration, social media, SEO optimization
- LAMP Stack, PHP, Ubuntu Linux, MySQL/MariaDB, BIRT, Optimization SEO technologies
- **My projects portfolio page:** <https://eranariel.com/my-projects>

Agency Rep Consultant for Startups, Netanya, Israel

2007 – 2009

Independent Consultant for Market Development Services

- Represented European and USA marketing and business development agencies: E&G Public Relations, Vendisys, Moresatile, ZoirosIT GmbH; Provided services to Panaya, Logic Industries and Axxana; Increased client engagement by 15% to 200% for Israeli startups entering the USA and European markets

RDV Systems (Startup), Lod, Israel

2006 - 2007

VP of Business Development www.rdvsystems.com

Reported in conjunction with the CEO to Chairman of the Board, directed marketing, sales, and business growth activities in the USA:

- Established, developed and sustained a comprehensive VAR channel consisting of leading Autodesk partners throughout the USA from ground zero to 10 VARs
- Achieved board objectives for early market sales penetration in the USA from ground zero to 30 - licenses (13accounts) within months of operations
- Established a beachhead in a \$44 million TAD (initial) sub-segment
- Achieved Autodesk preferred industry partner (PIP)

EDUCATION & TRAINING

- The College of Management Academic Studies (COMAS), Tel Aviv, Israel - BBA Major/Marketing, Minor/Finance
- University Prep Social Sciences Faculty Ben Gurion University, Beersheba, Israel – Complete Matriculations
- Entrepreneurship Training MIT Enterprise Forum & Tel Aviv University's Recanati Business School, Israel
- Java Programming Master Class for Developers (Udemy) 2019-2020
- PSM I Certified Professional Scrum Master (Scrum.org) 2016 Grade 95%
- Solution Selling, SPI International (Micro Focus), Ness Technologies/Contahal, Newbury UK
- Channels Management, South Africa (Microsoft)

SKILLS: Java Programming Language | Apache Tomcat | BIRT/Eclipse | Linux, Apache, MySQL/ MariaDB and PHP (LAMP Stack) | IntelliJ Idea | Google Search API's | Arachnid Framework | Restful API Architecture | PuTTY Shell SSH and Unix Shell Commands | Cron | CSS LESS/Node.js | Xampp | JavaScript | OWL Web Ontology Language | Ontogen

MILITARY SERVICE

Staff Sergeant rank in the Israeli Defense Forces (IDF) Artillery Corps Forward Observer/Spotter Unit
Meteorologist, Forward Observer & Operations Sergeant – 3-years of conscripted service and reservist thereafter

VOLUNTEER

- The Grand Lodge of the State of Israel, member of the internet committee, 2013-present (Master Mason)
- Wikipedia contributor, The Rolling Stones wiki page contributing editor for the 2014 debut concert in Israel
- DMOZ directory editor, category of attorney and law firms in Israel, 2013-2015 & June 2016-2017 (until its closing)
- Zen Cart open source community contributor, developed the latest RTL UTF-8 bidirectional language package releases for Zen Cart 2013-present

SPEAKING ENGAGEMENTS

- Assisted MBA students at University of Haifa entrepreneurship course - venture business case, 2011
- Guest speaker at the University of Haifa on Israeli entrepreneurship for University of Minnesota, 2010
- UTOPIA workshop panel member at Technion's MBA program - evaluated student's endeavors, 2009

ARTICLES & PRESS RELEASES

- Timing modules offer end-to-end net solution, [EETimes](#)
- TeraSync announces Cisco Deal, [Globes](#)
- RDV Systems product announcement, [PR Newswire](#)

CITIZENSHIP: USA and Israel