

## Contact

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(LinkedIn)  
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## Top Skills

P&L Management  
Project & Change Management  
Data-Driven Marketing & Market  
Research

## Languages

English (Professional Working)

## Certifications

Education: 5-Year Renewable  
Coaching Permit

# Lilach Bar David

Fractional CMO & Executive AI Coaching | L.B.D | From Vision to  
Growth

Tel Aviv District, Israel

## Summary

I build marketing engines that turn vision into measurable results. Senior Marketing and Business Executive with over 25 years of experience leading strategy, growth, and brand transformation across industries, including consumer goods, hi-tech, academia, culture, non-profit, and global events. Today I focus on two areas of expertise: ▶ Fractional CMO & Marketing Leadership - working with companies and executives on growth, strategy, and execution. Clients include Tadiran, Gong.il, and Studio C. ▶ Executive Coaching & AI - helping managers and entrepreneurs grow with clarity, confidence, and AI-powered tools. Certified coach (Adler Institute) and mentor through GrowthSpace. As VP Marketing for Maccabi World Union and Maccabiah 2025, I led global brand strategy for one of Israel's largest international events. Previous roles include BBDO, Heineken, and Kimberly-Clark From Vision to Growth — lilachbd.com

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## Experience

L.B.D. From Vision to Growth

Founder & Fractional CMO | Executive AI Coaching | L.B.D

July 2020 - Present (5 years 11 months)

Tel Aviv District, Israel

- Lead strategic marketing and project delivery for organisations across diverse industries, including consumer goods, hi-tech, non-profit, culture, and sports.
- Provide end-to-end marketing consulting and execution for clients such as Tadiran, Gong.il and Studio C.
- Serve as a fractional VP Marketing for growing companies, building marketing foundations, aligning cross-functional teams, and driving measurable growth.

- Integrate AI-driven tools and data-based insights to enhance marketing performance, creativity, and decision making.
- Coach and mentor mid and senior level managers through Growthspace, certified in business and executive coaching by the Adler Institute.
- Deliver consulting for government and public sector programmes through Maof and the Ministry of Economy.
- Currently exploring my next executive role as VP Marketing or CEO of a new business unit - while continuing to consult and lead strategic projects through L.B.D.

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### Maccabi World Union

#### Marketing Director MWU & Maccabiah

June 2023 - September 2025 (2 years 4 months)

Israel

- Led global marketing and brand strategy for Maccabi World Union, the world's largest Jewish sports organisation, and for Maccabiah 2025 - Israel's largest sporting event with 10,000 athletes from 80 countries.
- Recruited and managed a professional marketing team of 15+ managers and multiple suppliers, working in collaboration with government, sponsors and media partners.
- Planned and executed multi-channel marketing campaigns, combining traditional, digital, and influencer strategies to strengthen the Maccabiah brand and expand global reach.
- Directed all aspects of brand, creative, media, PR, content, and social presence under complex, fast-changing conditions.
- Partnered with leading agencies to build the marketing infrastructure for Maccabiah 2025 and position the Games as a symbol of unity and resilience.

### Basis for Art & Culture

#### Director of Marketing And Business Development

2014 - 2020 (6 years)

Herzliyya, Tel Aviv, Israel

Established the marketing and digital infrastructure non profit organizations and academic institutions.

- Developed and implemented a comprehensive marketing strategy that increased student recruitment and brand visibility across digital and traditional platforms.
- Managed cross-functional teams, agencies and media partners, overseeing campaigns, content, website and PR.
- Built partnerships with cultural institutions and media outlets to expand national exposure and engagement.

### Hogla-Kimberly

Business Unit Manager – Baby & Family Care

2004 - 2010 (6 years)

Center District, Israel

- Managed the Family Care Division as a full business unit, with responsibility for P&L, strategy, brand development, and innovation in a highly competitive market.
- Led marketing, sales, and product development teams, aligning cross-functional operations and delivering consistent year-over-year growth.
- Directed national marketing campaigns, media and digital activations, and partnerships that strengthened market share and brand equity.
- Collaborated with R&D and global teams to localise and launch new products under the Kleenex and Huggies brands for

### Tempo beverages Ltd

Brand Manager – Beer and Spirits Division

2001 - 2004 (3 years)

Netanya, Center District, Israel

- Managed marketing, communication and sales support for international brands such as Heineken and Bacardi Breezer.
- Developed marketing plans, product positioning and promotional activities for the Israeli market.
- Coordinated with global brand teams to maintain international standards while adapting campaigns for local audiences.
- Supported new product launches, events and sponsorships to drive category growth and brand awareness.

### Walla!

Advertising and Research Manager

2000 - 2001 (1 year)

Managed advertising campaigns and market research initiatives to optimize digital and media presence.

### Gitam BBDO

Advertising account manager

1995 - 2000 (5 years)

Tel Aviv District, Israel

Handled client accounts with a focus on strategic marketing and brand development in leading advertising campaigns.

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## Education

The University of Manchester

Master in Business Administration (M.B.A.), Business and Personal/Financial Services Marketing Operations · (September 1997 - July 1999)

Hamasloul Ha'akademi shel Hamichlala Leminhil

Bachelor's Degree, Marketing/Marketing Management, General · (1992 - 1995)