



# SHPALTMAN

There is no spoon

EMAIL: shpaltman@gmail.com

PHONE: +972-50-7323032

## EDUCATION

2001 - 2005 + BA Communication & Management, College of Management T.A  
Digital Media , Marketing and Advertising

## WORK EXPERIENCE

- 2016- Present + Head of Video and Director of Formats **Playbuzz**
  - + Creating and developing innovative products and video formats
  - + Managing the company's studio, producing videos for various needs
- 2015- 2016 + Director of Digital & Creative development **Keshet Broadcasting**
  - + Creating and developing innovative and digital TV formats
  - + Working with advertisers to invent groundbreaking formats/products in order to maximize marketing strategies
- 2014- 2015 + Rising Star Digital Show Runner **ABC and Dick Clark Productions**
  - + Was the first ever digital show runner on a primetime TV show
  - + Oversaw all creative digital elements for the entirety of the production, working with partnerships and sponsorships such as Facebook and Microsoft
- 2014 - 2015 + Head of Digital **Keshet International**
  - + Established and directed Keshet International's digital division
  - + Managed digital sales to international broadcasting and production companies in over twenty countries such as Globo, ITV, RTL and Endemol
  - + Directed staff training and consulting on digital marketing and content
- 2012 - 2014 + Head of Cross Media **Keshet Broadcasting and Mako**
  - + Initiated and implemented the first ever real time voting application for LIVE TV
  - + Developed digital assets, second screen apps and social media campaigns for TV shows such as Big Brother, Master chef and Prisoners of War
  - + Recruited start-ups to adapt new technologies into Cross Media entertainment
  - + Created innovative campaigns for brands such as Nestle, Osem, Hapoalim and Ministry of Tourism
- 2009 - 2012 + Founder and VP Product **Subber Media**
  - + Established a startup company and raised over 1.5m dollars fundraising
  - + Managed product design and Patent development
  - + Managed business and Marketing development
- 2008 - 2009 + Head of Mobile Division **Keshet Broadcasting**
  - + Established Keshet's mobile division alongside the launch of Mako brand
  - + Created and Managed projects throughout product life cycle
  - + Created mobile games based on TV shows such as Mesudarim and Star is Born
  - + Provided content and services to Orange, Cellcom and Pelephone
- 2005 - 2008 + Content Editor in Chief **Bit Interactive**
  - + Established the first 3G multimedia portals in Israel for Pelephone
  - + Created, designed, and managed a multi-channel 3G portals
  - + Buyer of local and international content such as Disney, Universal and FOX
  - + Consulted mobile brands and start-up companies such as SK and SundaySky
- 2000 -2001 + Office Manager **The Israeli Consulate at Boston, MA**
  - + Managed business relations with service companies and suppliers
  - + Organized diplomatic and cultural events

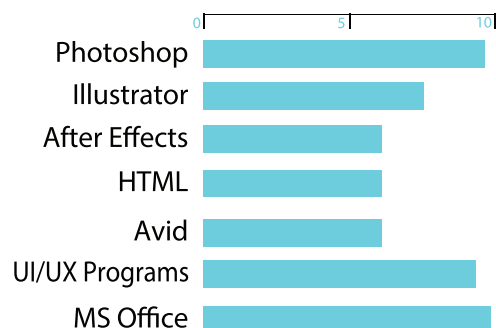
## ABOUT ME

Name: Shahar Shpalter  
DOB: 05/05/1978  
Location: Tel Aviv

## SIDE STORIES

“ Before his daughter was born he created Picaboo, a Kids app // volunteered to teach in Bialik Rogozin, a refugees and children of migrant workers school // was chosen as one of the forty most promising Israelis under forty by Globes Magazine // wrote and edited promos for Channel 10 // wrote and directed On a Daily Basis, a short film which was never accepted to any film festival // was recognized as an outstanding basketball player by Israel // created and edited Radio shows on Radio Tel Aviv and Kol Hakampus // copywrited ad campaigns for Radio Darom // was also a Bartender as a student // went to acting school to learn how to be anything but an actor.

## SKILLS



## MILITARY SERVICE

1996-2000 SHIN-BET

## LANGUAGES

Hebrew (Native); English (Fluent)

## REFERENCE

Avialable on request