

Hadar Ramot

Go-to-market and business builder · Co-founder, Horizon US
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Built a US business from scratch for an Israeli firm

\$827K

Year-one revenue plan I built and own

\$10M+

Real estate sales closed on my own license

3 markets

US, Israel, UAE. Native English, fluent Hebrew

I take a business from idea to running operation with no playbook: strategy, numbers, funnel, partnerships, execution. Five years across SaaS, consumer brands, real estate and defense. I build AI agents that do real work.

EXPERIENCE

Horizon Group · Co-founder, Horizon US

Miami · 2024 to present

UAE real estate investment advisory. AED 750M+ sales, 750+ investors, 4 offices. I am the US operation.

- **Launched the US entity:** company setup, banking, compliance, cash-flow structure with UAE HQ.
- **Built the financial model:** 12-month budget and P&L, \$827K year-one revenue at 47% gross margin.
- **Designed the go-to-market:** positioning, VSL funnel, landing pages, nurture sequences, webinars in English and Hebrew.
- **Hired and manage the agency:** ran selection, negotiated the contract, set budget and KPIs.
- **Secured distribution:** performance-based US roadshow with a UAE developer; referral program with US advisors.
- **Wrote the investment cases:** project-level underwriting (cash-on-cash, gross-to-net rent, escrow, payment plans).

Defense and Security Training Firm (confidential) · Strategy and GTM Consultant

Israel / UAE / US · 2025 to present

Israeli counter-terrorism training company expanding into the Gulf and government markets. Name withheld under NDA.

- **Wrote the business plan and 5-year model:** six programs, ~84% gross margin, nine-figure revenue projection.
- **Made the product sellable abroad:** turned Israeli doctrine into procurement-ready English catalogs and pricing.
- **Supported deal negotiations** with a US defense manufacturer (NDA, distribution terms).

Independent Consultant · Business Plans and Investor Materials

2024 to present

- Mazam Technologies (UAE market entry) · Empuriabrava Marina, Spain (sale-and-leaseback) · fortified-shelter venture (US distribution).

Licensed Real Estate Agent and Investor · Coldwell Banker Miami Beach

Miami · 2023 to present

- **\$10M+ closed sales, 45+ rentals** from zero, alongside Horizon. Previously The Real Estate Lab. Own portfolio.

WalkMe · Customer Lifecycle and Voice-of-Customer Project Manager

Miami · 2022 to 2023

Enterprise SaaS, digital adoption platform.

- **Owned the customer advocacy program** across onboarding, go-live, renewal and expansion.
- **Turned it into a system:** repeatable touchpoints instead of per-account effort.

- **Ran voice-of-customer loops** with CS, Sales, Marketing and Product. [number, if you have one]

Kamedis · Product Marketing and Brand Manager

Tel Aviv · 2021 to 2022

- Market research, MRD/PRDs and distributor toolkits for a dermo-cosmetics brand in Asia, Israel, Europe and the US.

Israel Defense Forces · Shooting Instructor and Task Sergeant, Counter-Terrorism Unit

2016 to 2018

- Commanded a team of instructors; ran training and logistics with senior officers.

AI AND TOOLING

- **Production agents I built and run:** weekly LinkedIn copywriter, tri-weekly Instagram carousel generator, scheduled research and reporting.
- **Automation:** GoHighLevel email and SMS nurture, Google Workspace orchestration, interactive investor briefs with Chart.js.
- **Product:** AgentHire, an app that lets non-technical owners design and deploy their own AI agent.
- **Stack:** Claude (agents, skills, scheduled tasks), ChatGPT, GoHighLevel, Google Workspace, Chart.js, HTML/CSS.

EDUCATION AND MORE

- **B.A. Communications and Marketing,** Reichman University, 2021. Dean's Honor Roll, GPA 93.5.
- **Licensed Florida real estate agent,** 3+ years.
- **Languages:** English (native), Hebrew (fluent).
- **Volunteer:** Nova Organization, supporting survivors and families of the Nova festival massacre.