

LIOR ZAKEN

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Los Angeles, CA

DIRECTOR OF MARKETING & ENGINEERING

OPERATIONS & CONTINUOUS IMPROVEMENT LEADER

Open to remote work or relocation

SUMMARY

Operations and continuous improvement leader with 15 years of experience running organizations across manufacturing, supply chain, and services. Lean Six Sigma Black Belt who uses process redesign, standardization, and data to cut cost and remove waste. Co-founded and ran a company for 14 years with full P&L ownership, then moved into department leadership at a nearly 200-employee manufacturer, where I own budgets, lead a cross-functional team, and partner directly with the CEO. Strong at finding what slows a business down and building the systems, dashboards, and teams that fix it. Targeting Director of Operations, Director of Continuous Improvement, and Operational Excellence roles.

CORE COMPETENCIES

Lean Six Sigma · Continuous Improvement · Process Standardization · Operational Excellence · Change Management · SOP and Process Documentation · KPI and Dashboard Development · Cost Reduction · Root Cause Analysis · Operations Management · Cross-Functional Leadership · Vendor and Contract Negotiation · Supply Chain and Procurement · ERP and Workflow Systems · Product Information Management (PIM) · Digital Transformation · Data Analytics and Power BI · P&L and Budget Management · Team Leadership

PROFESSIONAL EXPERIENCE

ELITE LIGHTING CORP – COMMERCE, CA | DIRECTOR OF MARKETING & ENGINEERING | 2024 – PRESENT

- Cut operating expenses by 35% through process redesign, vendor renegotiation, and tighter cost controls.
- Reduced project delays by 30% by standardizing company-wide workflows, implementing Wrike for project management alongside a Notion-based operating system.
- Uncovered a major operational bottleneck and am leading a \$200K project to build a custom Product Information Management (PIM) system as the single source of truth across pricing, the ERP system, the website, and spec sheet generation for thousands of products and close to a million SKUs. Projected to save \$150K to \$200K a year while improving data accuracy across every connected system.
- Built KPI dashboards and a regular reporting cadence to track progress against company goals, surface risks early, and support executive decision-making.
- Negotiated supplier and service contracts that delivered 20%+ savings while improving lead times and service levels.
- Lead marketing, graphic design, and engineering for a nearly 200-employee LED manufacturer, managing a team of 26 and a budget of about \$400K, and serving as a primary operational partner to the CEO.
- Created onboarding and training programs that raised employee engagement and lifted client satisfaction by 20%, and represent the company at national trade shows and key client engagements.

PRINTING MATTERS – LOS ANGELES, CA | CO-FOUNDER | BUSINESS & OPERATIONS MANAGER | 2010 – 2024

- Co-founded and ran a commercial printing company for 14 years with full ownership of operations, P&L, vendor strategy, and client delivery.
- Grew the business to \$500K+ in annual revenue with about 10% average annual growth.
- Built, hired, trained, and led a team of 5, reducing turnover by 15% through better hiring and clear leadership practices.
- Negotiated \$250K+ in capital equipment purchases, including ROI analysis and vendor selection.
- Negotiated vendor contracts for 20% cost reductions while holding quality and compliance.
- Built long-term client partnerships that contributed about 10% of company profit, and grew inbound demand 25% through the company's digital presence.

EDUCATION & CERTIFICATIONS

B.A. in Graphic Design - Hadassah College, Jerusalem, Israel

CERTIFICATIONS:

- Lean Six Sigma Black Belt Professional (LBBP), Advanced, MSI Management & Strategy Institute
- Six Sigma Green Belt Certified (SSGBC), Advanced, MSI Management & Strategy Institute
- Certified Continuous Improvement Manager (CCIM), MSI Management & Strategy Institute
- TPM Concept Certified (TPMC) V2, MSI Management & Strategy Institute
- High Performance Teams Certified (HPTC), MSI Management & Strategy Institute
- Microsoft Power BI Data Analyst Professional Certificate, Coursera (in progress)
- Preparing Data for Analysis with Microsoft Excel, Microsoft
- Google UX Design Specialization, Google
- Google Project Management, Google