

LIOR ZAKEN

310.895.5400 | liorzak@yahoo.com

linkedin.com/in/lior-zaken-la

Los Angeles, CA

DIRECTOR OF MARKETING & ENGINEERING
OPERATIONS & GENERAL MANAGEMENT LEADER

Open to remote work or relocation

SUMMARY

Operations and general management leader with 15 years of experience running organizations across manufacturing, supply chain, and services. 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 running the day to day of a business, controlling costs, and building the systems and teams that keep it growing. Lean Six Sigma Black Belt. Targeting Director of Operations, VP of Operations, and General Manager roles.

CORE COMPETENCIES

Operations Management · General Management · P&L and Budget Management · Operations Strategy · Team Leadership
Cross-Functional Leadership · Vendor and Contract Negotiation · Cost Reduction · Supply Chain and Procurement · Change Management · KPI and Dashboard Development · Workforce Planning · ERP and Workflow Systems · Process Improvement
Lean Six Sigma · Product Information Management (PIM) · Digital Transformation · Marketing and Brand · Data Analytics & Power BI

PROFESSIONAL EXPERIENCE

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

- 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.
- Cut operating expenses by 35% through process redesign, vendor renegotiation, and tighter cost controls.
- Leading a \$200K project to build a custom Product Information Management (PIM) system that serves as the single source of truth for the company, connecting pricing, the ERP system, the website, and spec sheet generation across 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.
- Standardized company-wide workflows by implementing Wrike for project management alongside a Notion-based operating system, reducing project delays by 30%.
- Negotiated supplier and service contracts that delivered 20%+ savings while improving lead times and service levels.
- Set up KPI dashboards and a regular reporting cadence to support executive decision-making.
- 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