

Noah Roth

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EXECUTIVE SUMMARY

Commercial executive scaling B2B SaaS through sales, marketing, GTM, pricing, SLG, PLG, and revenue operations leadership. Former founder (Hawkes Peers) with three exits (Conduit, Hawkes Peers, Revelator). Formerly Chief Business Officer at Five Blocks, the AI answer-engine reputation analytics platform, and Fractional CBO, advising founders on GTM, pricing, and commercial readiness. As Chief Commercial Officer at Revelator, grew revenue 5.7x to \$24.1M and doubled ARR before acquisition by Warner Music Group. Husband and father of 5; 21-time marathon finisher; completed Babylonian Talmud; whisky enthusiast

CORE COMPETENCIES

Commercial Leadership: Chief Business Officer · Chief Commercial Officer · Strategy · P&L Ownership

Go-To-Market (GTM): Enterprise SaaS · B2B SaaS · Sales-led Growth (SLG) · Product-led Growth (PLG) · Pricing & Packaging · Channel & Partnerships · Revenue Operations (RevOps)

Functions Led: Sales · Marketing · Customer Success · Customer Experience · Partnerships · RevOps · Product

Industries: AI Generative Engine Optimization (GEO) · FinTech · MusicTech · Legal · AdTech · Executive Search

Stack: CRM - Hubspot, Salesforce, Pipedrive · **AI/Automation** - Claude MCP, n8n, Vercel, Cursor · **Analytics** - PowerBI, GA4, Posthog, Looker Studio · **Data Graphs** - Schema.org, Wikidata, Google Knowledge Graph · **Billing** - Stripe, Paddle · **Support** - Intercom, Freshdesk · **Product SQL**, Jira

Languages: Native English · Excellent Hebrew

PROFESSIONAL EXPERIENCE

Five Blocks - Gush Etzion, Israel

Feb 2025 – July 2026

Chief Business Officer

Five Blocks is a tech-enabled services company providing digital reputation management to Fortune 500 & HNWI clients.

- Achieved **10% revenue growth YoY in 2025**, the company's best year since its founding in 2007
- Product and GTM for the company's first SaaS offering, AIQ- AI answer-engine reputation analytics platform
- Led SLG Enterprise SaaS; grew from 0 to 25 enterprise clients
- Led sprint to release PLG product; launched April 2026
- Developed and implemented strategy to optimize answer-engine sourced inbound deal-flow (ChatGPT, Claude, etc.), resulting in **>\$1M in incremental pipeline in Q2 2026**

Fractional Chief Business Officer

Jan 2024 - Jan 2025

- Conducted pre-launch customer discovery for **RevOps startup** offering cross platform single source of truth on demand; Signed two initial development partners
- Developed pricing strategy for **buywith**; recommended pivot from B2B2C live shopping to retail media
- Ran commercial due diligence for **angel investment** in B2C musictech; Recommended against investment
- Built product roadmap and GTM strategy for **baer's crest**; built scalable unit-economics model for B2B2C payments platform
- Advised on adjacency strategy and sales team build out for **Targem Translations**; Advised on sell-side M&A
- Advised on Fundraising, GTM, and Pricing strategy for **Muze AI**, an AI UGC video music platform
- Sourced JV funding and production partners for **Belgian Gourmet**, a premium non-dairy ice cream brand

Revelator (Acquired by Warner Music Group) - Jerusalem, Israel

Jan 2022 - Jan 2024

Chief Commercial Officer

Revelator is a seed-funded B2B FinTech. The SaaS platform allows music businesses globally to earn more royalties, report to rights holders more accurately, and distribute payments faster.

- **Promoted from VP Sales and Marketing**; led Sales, Marketing, Customer Success, Partnerships, Customer Experience, and RevOps teams
- **Grew total revenue 5.7x (\$4.2M to \$24.1M), ARR 2x (\$1.1M - \$2.4M)**
- Expanded markets into Japan, Brazil, India, LatAm, and MENA
- **Reduced churn by 38%**, improved profitability by migrating unprofitable clients to new profitable tiers
- Business Owner on royalty offset feature driving **QoQ increase of 22% in collections**
- Created secured finance product category using existing infrastructure; signed partnerships with category leaders beatBread and ANote Music
- Created RevOps tooling resulting in recognition of previously unreported non-recurring revenue (NRR)
- Reported quarterly to the Board of Directors on commercial activity and strategic plans

Azami Global - Bet Shemesh, Israel

Dec 2020 - Jan 2022

Vice President, New Logos

Azami Global is an IP technology and services firm, rollup merger of Choice IP, The PCT Network, Analytic IP, and IRG.

- **Promoted from VP Global Sales and Strategy, ChoiceIP**
- **44% first year annual growth**; Facilitated deal structure on deals accounting for 12% of overall top line sales
- Built model for reciprocal pricing and developed a calculator for sales and ops teams
- **Reduced COGS by 18%, increasing gross profit on collections by 32%**

Hawkes Peers & Company (Acquired by Turf Associates) - New York, NY (Remote)

Oct 2006 - Dec 2020

Co-Founder and CEO

Hawkes Peers was a US-based recruitment firm. We placed candidates with pedigree education and professional experience from top consulting, banking, PE and VC firms.

- Secured seed investment for re-launch of dormant recruiting brand; **investor ROI of 10x**
- Premium pricing strategy for best-in-class retained search services
- Managed team of 10 across business development, candidate development, research, and client management
- Clients were market leaders in their respective industries, including: McKinsey, Warburg Pincus, Expedia, Hyundai Capital, Dell, Pfizer, The Wonderful Company, Nordstrom

Conduit (Acquired by Perion, NASDAQ: PERI) - Rehovot, Israel

Aug 2005 - Oct 2006

Vice President of Business Development

Conduit's first ad-tech product was a hosted browser toolbar platform.

- Employee number 12, first BD hire at a pre-revenue ad-tech start-up that became a unicorn
- **Won partnership with Major League Baseball** for branded toolbar distribution
- Closed partnerships with white-label Value-Added Resellers including ISPs, website builders, and e-commerce platforms, exceeded quota every month at the company

EDUCATION

Baruch College, Zicklin School of Business - New York, NY*Master of Science in Business, Major: Marketing***Yeshiva University, Sy Syms School of Business - New York, NY***Bachelor of Science in Business, Major: Marketing*