

HAGAR MAIM

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Israeli and EU work authorization | Open to on-site, hybrid, and remote roles

PRODUCT & PROJECT MANAGEMENT | MBA

PROFESSIONAL SUMMARY

Multidisciplinary operator and founder with 10+ years of experience across business operations, executive support, people operations, finance, global logistics, and zero-to-one venture building. Built B-HELD from an initial service into a digital platform, leading customer discovery, service design, product workflows, go-to-market activity, and AI-enabled execution. Trusted with sensitive information, budgets, executive priorities, teams, and complex cross-functional projects. Best suited to hands-on, high-trust roles in a founder's office, business operations, venture building, special projects, product operations, or AI implementation.

CORE COMPETENCIES

Business Operations | Founder's Office | 0-to-1 Venture Building | Customer Discovery | User Research | Service Design | Product Operations | Project Management | Process Design | Go-to-Market (GTM) | AI Implementation | Workflow Automation | Executive Operations | People Operations | Budget Management | Stakeholder Management | International Logistics

PROFESSIONAL EXPERIENCE

Founder | B-HELD (formerly Besty) | Jul 2025 - Present | Israel / Portugal / United States

- Founded and built a women-only, on-demand support platform from direct service to a working digital ecosystem; owned customer discovery, service design, positioning, operations, and go-to-market execution.
- Designed and launched the provider catalog, request and matching flow, provider onboarding, B2B offering, websites, forms, and communication workflows using AI-assisted and no-code tools.
- Attracted 100+ women to join the provider network in the first year and built screening, profile, pricing, and service-delivery processes.
- Led an end-to-end rebrand from Besty to B-HELD across the business model, brand identity, content, digital properties, and internal systems.
- Selected for the 50:50 Startups founder program and pitched the venture to international audiences in Boston, including at Microsoft Garage.

Executive Assistant to the Chief Physician | Maccabi Healthcare Services | Dec 2022 - Oct 2025 | Tel Aviv, Israel

- Led executive coordination for the Chief Physician, including complex calendar ownership, domestic and international meetings, conferences, lectures, and cross-clinic follow-up.
- Managed operations for a 50-person unit, including employee welfare, salary-related administration, internal events, and an annual budget of NIS 100,000.
- Designed and delivered internal AI training and supported innovation initiatives, applying AI to research, communication, and daily workflows.
- Handled confidential and sensitive employee cases involving illness, bereavement, and welfare with autonomy, judgment, and discretion.
- Completed an MBA capstone project on wellness and public-health accessibility gaps within the organization.

Global Travel & Employee Experience | Quantum Machines | Jan 2022 - Aug 2022 | Tel Aviv, Israel

- Managed global travel operations during pandemic restrictions, including 10-15 monthly flight and hotel bookings, visas, executive meetings, and complete expense reporting for accounting.
- Coordinated international conferences for teams of up to 30 employees and produced a company Family Day for approximately 250 employees and family members.
- Supported global shipping and production logistics, vendors, employee welfare, office events, gifts, daily meals, and employee support during illness or bereavement.

Office Manager & HR | Skyline Robotics | Jul 2021 - Jan 2022 | Tel Aviv, Israel

- Owned HR and office operations for a 10-person robotics startup, including recruitment, onboarding, employee relations, welfare, vendors, payroll coordination, and an annual budget of NIS 200,000.
- Managed international import and export of specialized robotics components across the United States and Europe, including customs brokerage, suppliers, visas, and travel-expense processes.
- Worked directly with the CEO and New York-based shareholder, coordinating payments and salaries with access to company bank accounts in Israel and the United States.
- Led weekly team events, holiday programs, COVID testing logistics, and sensitive employee and manager relations.

PROFESSIONAL EXPERIENCE - CONTINUED

Administrative Specialist | Client Operations | Guberman Group | May 2020 - Jul 2021 | Tel Aviv, Israel

- Managed 10 concurrent technology and enterprise client accounts, covering payroll, employment contracts, employee welfare, calendars, bookkeeping support, monthly and quarterly reporting, collections, and CRM administration.
- Promoted after three months from collections to employer operations, managing high-volume deposits, insurance policies, data accuracy, and technical support for a newly introduced system.
- Trained client and internal teams, supported marketing presentations and website materials, and adapted quickly to different client systems, requirements, and operating models.

Finance Department Specialist | Collections | Hachshara Insurance Company Ltd. | Dec 2016 - May 2020 | Holon, Israel

- Managed collections and finance administration, reconciliations, employer and client communication, documentation, and high-volume data processing with consistent accuracy.
- Supported internal training initiatives and received recognition for excellence and high performance.

Human Resources & Selection Officer | Israel Defense Forces (IDF) | Nov 2013 - Nov 2016 | Full-time service

- Completed officer training during wartime and commanded 7-10 soldiers across two operational functions, carrying a major share of departmental output during high-pressure periods.
- Designed and implemented the IDF's new discharge certificate and oversaw issuance across military units, special units, and the Israel Prison Service.
- Managed the full soldier discharge and reserve-assignment process and proposed a decentralized workflow that enabled department closure and generated significant annual savings.

SELECTED DIGITAL & AI PROJECTS

- **Holy Pita:** Designed and built an ordering website for a handmade food business in Lisbon using Lovable.
- **Smart Money:** Created a financial-learning app concept and user flow using AI-assisted no-code tools.
- **BestyApp & Branded NDA:** Designed UX and digital-form prototypes in Figma.
- **Anonymous User Survey:** Built and launched a live research tool for confidential user input.
- **Presentations & Training:** Created founder pitch decks, product presentations, app concepts, and AI training materials for educators and healthcare teams.

EDUCATION & RESEARCH

MBA, Business Administration | The Academic College of Tel Aviv-Yaffo | 2022-2024 | Grade: 83/100

BA, Political Science & Sociology | Bar-Ilan University | 2018-2020 | Grade: 90.33/100

PhD Research Proposal in Development | Human Navigation Under Sustained Uncertainty - interdisciplinary research in sociology, institutions, identity, and decision-making.

PROGRAMS, VOLUNTEERING & LEADERSHIP

- 50:50 Startups - Founder Program, Boston | 2026
- Web Summit - Participant, Lisbon | 2025
- She Codes - Welcome Manager to Branch Manager, Shenkar Branch
- AI Training for Teachers - Volunteer facilitator; designed and delivered practical AI fundamentals to teaching teams
- ProWoman - Member, women's career development and leadership community

SKILLS & TOOLS

Venture, Product & Market: Customer discovery, user research, service design, business model development, positioning, pricing, product prototyping, go-to-market execution

Operations & People: Business operations, executive operations, project management, process design, cross-functional coordination, budget ownership, people operations, recruitment, employee experience, training and facilitation

AI & Digital: AI implementation, AI-enabled workflows, workflow automation, no-code product building, research synthesis, ChatGPT, Claude, Gemini, Lovable, Figma, Canva, Gamma, CapCut

Business Systems: monday.com, HubSpot, SAP, CRM platforms, Microsoft Office, Google Workspace

Logistics & Finance: International travel, import/export, customs brokerage, vendor management, bank reconciliation, expense reporting, event management

LANGUAGES

Hebrew: Native | **English:** Full professional proficiency