

Address: Ha Sheyetit 8/35 , Rishon L'tzion, Israel  
Telephone: +972 (0)77 9616893 (H); +972 (0)548307315 (Mob)  
E-mail: [matthewcotton06@gmail.com](mailto:matthewcotton06@gmail.com) / [info@theenglishcoach.co.il](mailto:info@theenglishcoach.co.il)  
[www.theenglishcoach.co.il](http://www.theenglishcoach.co.il)

## **CURRICULUM VITAE**

### **Matthew Cotton**

Date of Birth: 11<sup>th</sup> January 1963  
Nationality: Israeli/British  
Languages: English (Mother Tongue); Hebrew (Fluent); French (Basic)

#### **Profile:**

A prominent academic and business professional who manages to bring together the two integrate worlds of Commerce and Academia , while heading the English department at a leading college in the country Matthew has established one of the most successful Academia English departments with extraordinary pass rates.His team of lecturers maintain the highest of standards while exercising patients and the building of self confidence amongst both BA and MA graduates.

Qualities : Integrity- Leader -Diversity-Innovation -The strive for Excellence - Resilience - Team work-The Bottom Line - Practicality

Business English Coaching: Mr Cotton and his team of excellently trained coaches at "The English Coach" have taken a dominant place in the Israeli market teaching Business English to Israeli executives and businessmen enabling them to reach their goals and master the difficulties of the language and cross cultural issues they face in the global market today.

His years of experience in the Israeli and foreign marketplace, together with the background and foundations of his British roots and education have in turn, enabled him to fully comprehend the needs and requirements of both the Israeli Student ,executive and their overseas partners.

#### **Work Experience:**

2019 -present day  
Netanya Academic College: Head of The Mechina English Program

General Management of the English Program .  
Management of Staff and Courses , (between 12-18 a semester at all levels )  
The building and development of course syllabuses and content.  
The management of each semester teaching budget and the allocation of courses.  
The negotiation and recruitment of teachers.  
The overseeing of writing and constructing tests.  
Solving ongoing issues both for students and Teachers.

2016-2019

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The Center for Academic Studies: Head of The English Dept  
General Management of the Department.  
Management of Staff and Courses , (between 12-18 a semester at all levels )  
The establishment of the department from scratch.  
The building and development of course syllabuses and content.  
The management of each semester's teaching budget and the allocation of courses.  
The negotiation and recruitment of teachers.  
The overseeing of writing and constructing tests.  
Solving ongoing issues both for students and Teachers.

2013 (present)

## The English Coach

Founder and General Manager

Integrating business "**English Coaching**" Commerce and business  
The English Coach offers Business English courses to a wide range of business executives at all levels enabling them to reach their goals and master the difficulties of the language and cross cultural issues they face in the global market today.

Relevant fields: International business, Banks , Credit Card Companies, Retail, Information Security, high-tech, import /export Media and professionals, Colleges and Universities.

### **Janus Fine Foods** *General Manager*

An equity partner in a retail business,. I was responsible for the conceptual design of the operation, development of the business plan, negotiations and commercial procurement set-up, launch and, thereafter, general management of the 1400m<sup>2</sup> facility.

### **Sushi Yumi** *Owner & General Manager*

Sushi Yumi is a take-away sushi business. Operating seven days per week, the enterprise introduced the Japanese style of eating to the Rishon L'tzion area and afforded me the opportunity to experience the full range of small business activities, from staff management to accounting, and from purchasing to health and safety regulation enforcement.

### **General Mills - Pillsbury Israel**

*Joint Venture*

The introduction of a new concept in supermarket-orientated fast food, successfully launching fresh pizzas to the Israeli household by establishing 90 outlets nationwide. I had complete responsibility for the market research, product launch, **import** and **buying** of

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European supplies and, thereafter, the outlet development programme. The latter required staff training, regional marketing and the creation of product placement initiatives.

### **Shekem Department Stores**

*Commercial Director, Fresh Foods*

Responsible for the commercial activities in respect of all fresh foods sold at stores nationwide. I managed annual sales and marketing budgets relating to advertising, equipment layout for old and new stores, and personnel requirements. I had complete responsibility for gross and nett profit margins of the fresh food departments at each store nationwide; this was achieved through the development of a detailed auditing process to review all purchases and product-related expenditure designed to minimise wastage and optimise profitability.

### **Supersol Supermarkets – Gidron Industries**

*Assistant General Manager*

I managed the annual budgets and personnel of Gidron Industries a subsidiary to 160 Supersol stores. This involved introducing new product lines, whilst also acting as the Operations and marketing Manager for in-store bakeries.

### **Education**

Hebrew University - Economics and International Relations  
The Technion Haifa external branch -Marketing and Business Management  
Cheltenham College (English public School)

### **Computer Skills :**

Office , Google Suite , Windows, CRM ,LMS

### **Volunteering :**

Duvdavan Unit once a month teaching soldiers about to be released English and preparing them for the global climate

### **Israel Defence Force (1982-1985)**

*Nahal Paratroopers*

National service in the IDF, reaching the rank of Sergeant.

### **Additional Information:**

I am married with 3 children. I have a full driving licence. I completed my schooling in the United Kingdom, prior to making Aliya in 1981. Thereafter, I studied at the Hebrew University of Jerusalem and, later on, marketing and business management at the Haifa Technion. My primary interests are sailing, squash, skiing, reading and chess.