

Maxim Simonovsky

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SUMMARY

Dynamic commercial leader and founder with 15+ years' experience of driving growth in healthcare, MedTech, and Digital Health. Built and scaled Soapy from concept to global adoption—raising over \$10 M, adding \$3 M+ in new ARR in the past year, and securing enterprise partnerships with Atlantic Health, DOH PA State and DOH Jersey City, Holy Name, AHN, VA hospitals, ASL Healthcare, and P&G. Expert in orchestrating GTM strategy, building and leading cross-functional teams of 25+, and closing multimillion-dollar contracts across IDNs, GPOs, and Fortune-1000 accounts. Recognized innovator with AI-driven infection-prevention technology validated by peer-reviewed clinical trials. Adept at scaling Series A to growth-stage ventures, entering new markets across 15 countries, and delivering consistent revenue acceleration.

KEY ACHIEVEMENTS

- Drove >\$3M in new ARR in the last 12 months, securing enterprise contracts with Atlantic Health, DOH (PA and NJ), Holy Name, AHN, Bema Italy, Albert Einstein Health System, ASL Salerno, VA Hospitals and P&G.
- Raised >\$10M in funding, secured non-dilutive federal grants, fueling global expansion and R&D.
- Built distribution networks across 15 countries, generating 40% of revenue through partners and resellers.
- Spearheaded adoption of AI-powered infection-prevention technologies, validated in peer-reviewed studies with 74% compliance success and 95% resource savings.
- Negotiated and closed multimillion-dollar contracts across IDNs, GPOs, VA/DoD, and Fortune-1000 clients.
- Awarded Innovate100 NJ recognition for leadership in healthcare innovation.

PROFESSIONAL EXPERIENCE

2018 - Present

Soapy USA Inc – Founder & Chief Executive / Commercial Officer

- Founded and scaled an AI-driven infection-prevention company from concept to adoption in 15+ countries.
- Designed and executed go-to-market strategy, leading to >\$3M ARR growth and multimillion-dollar contracts with IDNs, GPOs, VA hospitals and Fortune-1000 clients.
- Recruited and led a 25+ person team of C-suite executives and senior leaders (CGO, COO, CTO, VP Sales, VP Customer Success, VP Customer Service).
- Led fundraising (> \$10M) and investor relations, managed board reporting, and secured innovation awards.
- Oversaw product roadmap and launched six AI-powered infection-prevention products, validated through clinical trials (74% compliance, 95% resource savings).
- Established global distribution network, generating 40% of revenue through partners and resellers across NA, EU, LATAM and APAC.
- Negotiated strategic partnerships with Atlantic Health, Holy Name, DOH, AHN, ASL Salerno, VA hospitals and P&G, and drove product integration into hospital workflows.
- Managed operations, regulatory compliance and supply chain, ensuring scalability and quality in manufacturing and deployment.

2014 – 2018

I.S.I Israel Scientific Instruments | Israel

Business Development Director Life Science and Biotech (B2B) – Reporting to CEO

- Developed and managed over \$4M ARR portfolio; average deal size \$200k, with the largest deal signed over \$1M ARR.
- Developed new technology revenue streams by 300%, shortening sales cycles with life science product integration.
- Designed go-to-market strategies for new life science products in clinical and research settings.
- Rebuilt a nationwide customer base in the healthcare, biotech and education markets, improving customer service.

2013 - 2014

Yarden Biotech Ltd | Israel

Sales & Customer Success Manager Life Science and Biotech (B2B)

- Developed and managed over 1M ARR. Average deal size \$50K. with the largest deal signed at \$250K.
- Secured 10+ global partnerships, driving 40% YoY revenue growth.
- Developed the subscription and contract revenue stream.
- Developed sales strategies to expand partnerships into the life science and medical industries.
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2010 - 2013 Earlier Roles

Served as a QA/QC/R&D Engineer in pharmaceutical companies, Rafa Labs and Biolab

- Performed quality control checks throughout the production process.
- Developed SOPs for quality control processes.
- Ensure compliance with industry standards for quality control.

EDUCATION

2017 – The college of Management - Academic Studies (GPA 3.7)

2019 Master's Degree of Business Administration (M.B.A.) in Marketing and Entrepreneurship

Honors: Graduated NOVUS program

2007 – Hadassah Academic College (GPA 3.0)

2010 Bachelor's Degree of Science (B.Sc) in Med Lab

ADDITIONAL

Leadership Span **C-Suite & Team Leadership:** Managed CGO, COO, CTO, and multiple VPs; built and led 25+ cross-functional staff across Sales, Marketing, Product, CS and Ops; oversaw global operations across NA, EU, LATAM and APAC.

Strategic Leadership Go-to-Market Strategy & Execution; P&L Management & Board Reporting; Enterprise & IDN Sales Leadership; Global Expansion & Channel Development; Fundraising & Investor Relations; Negotiation & Contracting (IDNs, GPOs, VA/DoD, Fortune-1000).

Technical & Advisory Technical & Advisory Skills: Artificial Intelligence (ML, Computer Vision, Generative AI); IoT & Connected Devices; Prompt Engineering & LLM-based Applications; Infection Prevention Technology Innovation

Certificates Certified in Generative AI (IBM certifications).
AAS, ICP-OES, ICP-MS, TOC, EA, UV-Vis (Analytic Jena certifications)
Peptide Synthesis, Microwave Digestion, Microwave Synthesis (CEM corporation certifications)
HPLC, UPLC (KNAUER certification)
XRF(RIGAKU), GC & GC-MS (Varian/Agilent), LIBZ, NMR,

Software IP CRM (HubSpot), Sales Navigator (LinkedIn),
Patent Hand washing system and method (EP3698337B1)
Patent Hand washing verification by contamination sensor (US20230270904A1)
Patent Hand washing and sanitizing verification (WO2021245645A1)

Other Martial Artist – Kung Fu
Mentor SPARC (Sheba Innovation) – Go To Market (GTM), Distribution, Sales, Marketing, AI in health