

RAMI DANOUS

COMMERCIAL PARTNERSHIPS

PANGO | APPLICATION PORTFOLIO

9+ YEARS B2B sales & business development	HIGH-VALUE Complex multi-stakeholder transactions	END-TO-END Opportunity to negotiation & execution
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A focused work sample showing how I think about partnership-led growth: finding the right opportunity, understanding mutual value, aligning stakeholders, negotiating a workable commercial model, launching with clear ownership, and expanding what works.

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Why my background translates to partnerships

The role requires commercial ownership, not only relationship management.

WHAT I ALREADY BRING

- Opportunity development - identifying customer needs, commercial gaps, and new business opportunities across B2B accounts.
- Complex negotiation - progressing high-value transactions involving multiple parties, competing priorities, and long decision processes.
- Relationship development - building durable relationships with customers, business clients, developers, partners, and decision-makers.
- Cross-functional execution - coordinating internal and external stakeholders from requirements through completion and follow-up.
- Commercial ownership - maintaining momentum, resolving blockers, and staying accountable from first conversation through execution.

EVIDENCE FROM MY EXPERIENCE

Sadot Entrepreneurship	Full-cycle commercial processes; high-value residential transactions worth tens of millions of ILS; coordination across customers, developers, internal teams, and external stakeholders.
Newpan	Institutional & business account portfolio; needs discovery; new commercial opportunities; key-account negotiation; cross-functional customer projects.
A. Geva	B2B and retail sales; relationship development; negotiation; revenue and profitability focus.
Leadership	16-20 person team in current role; priorities, accountability, customer-facing execution, and service standards.

My transition into technology is deliberate: I am applying proven commercial skills to technology-led businesses while continuing to deepen my knowledge of modern B2B sales, pipeline management, business cases, AI-enabled research, and solution selling.

How I would build a Pango partnership pipeline

A practical framework based on the role description.

1. PRIORITIZE PARTNER CATEGORIES

Mobility & Transportation	Retail & Loyalty	FinTech & Payments
Extend the urban journey and create complementary use cases.	Connect mobility moments with customer engagement, benefits, and repeat usage.	Explore value around payment journeys, benefits, acquisition, and customer experience.

2. QUALIFY BEFORE INVESTING

- Strategic fit: Does the partner serve a relevant audience or add value to the mobility experience?
- Mutual value: What measurable outcome matters to Pango, and what outcome matters to the partner?
- Decision path: Who owns the business case, who influences it, and who signs?
- Execution feasibility: What teams, integrations, operations, legal or commercial dependencies are involved?
- Expansion potential: If the first use case works, is there a credible path to deeper collaboration?

3. RUN A DISCIPLINED PIPELINE

I would treat partnerships as a commercial pipeline, not a list of logos: clear stage definitions, next actions, owners, blockers, decision criteria, expected value, and forecast discipline. The goal is to focus time on opportunities with real mutual value and a credible path to launch.

Hypothetical partnership: Pango x national retail / loyalty brand

Illustrative thinking only - not a claim about an existing Pango partnership.

BUSINESS HYPOTHESIS

A large retail or loyalty partner may benefit from giving customers a mobility-related reason to engage before, during, or after a visit. Pango may benefit if the partnership creates relevant customer value, new acquisition or usage opportunities, and a repeatable commercial model.

DISCOVERY QUESTIONS I WOULD USE

- What customer behavior is the partner trying to change - acquisition, frequency, basket size, loyalty, or retention?
- Where does mobility or parking create friction in the current customer journey?
- Which customer segments and locations would make a pilot meaningful?
- How would both sides define success, and what data could realistically measure it?
- Who needs to approve commercial terms, customer experience, legal/privacy, marketing, and launch execution?

FROM IDEA TO LAUNCH

1. Discover	Validate problem and mutual value	Clear use case + stakeholders
2. Design	Shape pilot and commercial logic	Pilot scope + success metrics
3. Align	Bring decision-makers and delivery teams together	Owners + approvals + timeline
4. Negotiate	Resolve economics, responsibilities, risks	Signed workable agreement
5. Launch & expand	Measure results and identify next opportunity	Decision to scale, refine, or stop

COMMERCIAL PRINCIPLE

I would not push a partnership because the brands look good together. I would push it only when both sides can articulate the value, the execution path is realistic, and success can be measured.

My first 90 days

Learn fast, build credibility, create a qualified pipeline, and move the right opportunities.

DAYS 1-30	Learn & map	Understand Pango's partnership strategy, products, commercial priorities, existing ecosystem, internal stakeholders, decision process, and success metrics. Build an initial partner map by vertical.
DAYS 31-60	Prioritize & engage	Rank opportunities by strategic fit and mutual value. Start targeted conversations, run discovery, map stakeholders, and build a disciplined pipeline with clear next steps.
DAYS 61-90	Advance & validate	Progress the strongest opportunities toward business cases, pilot structures, commercial discussions, and internal alignment. Establish a repeatable review cadence for pipeline quality and expansion.

HOW I WOULD MEASURE MYSELF

- Quality of qualified partnership pipeline, not just number of conversations.
- Speed and discipline of next steps, stakeholder mapping, and blocker resolution.
- Progress from discovery to commercial case, agreement, and launch.
- Business outcomes from launched partnerships and credible expansion opportunities.
- Strength of internal collaboration and partner trust.

WHAT I WOULD BRING TO PANGO

A commercial operator who is comfortable opening conversations, understanding needs, building trust, negotiating around value, and staying accountable until execution. My experience comes from B2B sales, account development, high-value transactions, and multi-stakeholder environments; I am ready to apply that foundation to partnership-led growth in urban mobility.

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