

PORTFOLIO · 2026

Menahem Alexander.

Branding, design and creative direction.

Twenty years turning blank pages into brands people buy.

menahemalexander.com



BASED IN RA'ANANA, IL
Working EN · HE · FR

ABOUT

Twenty years turning blank pages into brands people buy.

I'm Menahem Alexander — a marketing executive and creative strategist based in Ra'anana, Israel, working across Europe, the US and the Middle East. Three languages, three award-winning trade shows, one obsession: brands that say something and sell.

I started in Paris — economics at Paris VIII, languages and civilizations at INALCO, applied arts at CFDA. A strange mix that turned out to be the right one: a brain wired for strategy with hands trained to make things beautiful.

Saatchi & Saatchi taught me craft. A decade at Playtech taught me scale — leading a 15-person creative team for a global gaming leader. Six years independent taught me focus. Four years as VP of Marketing at TopGum Industries taught me that the right brand, executed end-to-end, moves the revenue line.

Today I run **Fivingo™** — a small, founder-led practice offering a five-step Go-to-Market package: positioning, identity, story, system, launch. One brain. Full ownership. No layers.

CAPABILITIES

- Brand Strategy & Positioning
- Naming & Verbal Identity
- Logo & Visual Identity Systems
- Packaging & Print
- Web, UX & UI Design
- Multi-channel Campaigns
- Lead Gen & Marketing Automation
- Trade-show & Retail Experiences

INDUSTRIES

- Health & Beauty
- Supplements & Nutraceuticals
- Biotech
- Gaming & iGaming
- Lifestyle & Fashion
- B2B & Tech

SELECTED CLIENTS

TopGum · FashionTV · Playtech · Saatchi & Saatchi · Sevilla FC · Titanbet · Europartners · Talentvalues · Plantopia · Lavidó

TWENTY YEARS, BRIEFLY

Career.

2025 →

Founder — Fivingo™

MARKETING & BRANDING CONSULTANCY

A 5-step Go-to-Market package built around identity, strategy and creative direction — for startups and scale-ups across Europe and Israel.

2021 — 24

VP of Marketing

TOPGUM INDUSTRIES

Built the marketing department from zero. Three international awards (Vitafoods Geneva ×2, SupplySide West Las Vegas). Seven new product concepts. +15% YoY revenue. HubSpot rolled out across marketing and sales.

2016 — 21

Independent Creative Strategist

FOUNDERS, AGENCIES, GAMING, FASHION

Branding for a FashionTV × gaming joint venture. Talentvalues rebrand and shoot. +35% conversion and +50% CTR on the Playzee website.

2006 — 16

Creative Director & Brand Manager

PLAYTECH (XWISE)

Led B2B2C creative for one of the world's largest gaming software companies. Built and ran a 15-person creative team. Sevilla FC partnership. UX/UI from wireframe to launch.

2002 — 06

Art Director

SAATCHI & SAATCHI, ISRAEL

Print and media campaigns for major brands. Where the craft was sharpened.

20+

Years in the craft

3

International awards

15

Person team led at
Playtech

3

Working languages

LET'S TALK

Got something worth naming?

menahem_a@hotmail.com

menahemalexander.com · [linkedin.com/in/menahem-alexander-bba54260](https://www.linkedin.com/in/menahem-alexander-bba54260) · x.com/Menahem_a

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