

What it takes to be an expat manager in Israel

Bucharest, Romania – [Ronny Frydberg](#), Country Manager for Israel at Pedersen & Partners, spoke with the Romanian magazine BIZ about Israel, living there, building social and professional networks, working and most importantly, succeeding.



Romanian managers, seeking work experience in Israel have no easy task. They will face challenges, but it is worth a try - a mid-level manager with a 6-year experience can reach salary level of 85,000 € and more per annum.

Ronny Frydberg has made the decision to move to Israel more than 30 years ago and admitted that it was not easy. He had visited the country several times before settling there, all the while going through a real cultural shock. As an American, who had lived all his life in Brooklyn, New York, Ronny finally took the plunge and came to Israel, attracted by the Leisure & Hotel business. He ended up serving as the CFO in Hewlett-Packard Israel for many years. Since 2007 Ronny has been the Country Manager for Israel at Pedersen & Partners – international executive search firm. In this role, he has recruited hundreds of executives from all over the world who have chosen to develop their careers in companies in Israel.

For professionals who want to move to Israel, Ronny suggests doing a thorough research about social interactions and business culture, mainly talking about soft skills. "I think Israel is not for everyone,"- stated Ronny, - "there is no 9 to 5 schedule here." It is not the place for someone who is used to the regular working hours and is waiting for the money to come, but for someone proactive, who comes up with the new ideas, dares and encourage innovation, even if sometimes this may imply a failure.

"If you are a Romanian manager and you have worked in several countries, the Israelis will respect you. A rich international experience gives a set of skills and ways of conducting business to which local managers are not exposed, and this gives you an advantage," - said Ronny Frydberg.

Israeli employers are looking for the expat managers mainly because of their strategic thinking, given the fact, that local executives are more task-oriented and are devoid of long-term vision. The salaries are directly proportional to the requirements and are above the level of those in Central and Eastern Europe and similar to those in the Western Europe. Counting all bonuses and dividends you sometimes may double your income.

Ronny Frydberg, the Country Manager for Israel at Pedersen & Partners, offers 10 recommendations for Romanian managers seeking executive position in Tel Aviv.

- ✓ Results, not your diplomas speak for you,
- ✓ You have to be direct,
- ✓ Be quick in making decisions (but don't expect the same speed when you are waiting for answer/reaction),
- ✓ Your actions and decisions will be constantly questioned,
- ✓ There are no fixed working hours,
- ✓ Israelis are individualists,
- ✓ Learn the language,
- ✓ You need to build connections/network,
- ✓ Make a couple of visits before settling,
- ✓ Work permits are hard to obtain.

Read the whole interview (in Romanian) [here](#).



Ronny Frydberg is the Country Manager for Israel at Pedersen & Partners. Mr. Frydberg joined the firm in 2007. He brings over 20 years of management experience from Hewlett-Packard Israel where he served as Chief Financial Officer and was responsible for all financial and fiscal management aspects of the company's operations with over \$400 million in annual revenues and 800 employees.

Mr. Frydberg has a Master's degree in Public Administration from New York University, U.S.A. He speaks fluent English and Hebrew.

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