

Yoav Sochen

Media/Esports Entrepreneur

Veteran Esports producer, Entrepreneur and general manager for the first TV channel dedicated to gaming in Israel. I bring out the potential in concepts, people and business



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📍 Berlin, Tel Aviv

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SKILLS

Leadership

Business Strategy

League Administration

PR

Player/Team Relations

Broadcast Production

Entrepreneurship

WORK EXPERIENCE

General Manager

The Gaming Channel

01/2021 - Present

Tel Aviv/Berlin

A subsidiary of the Sport1 TV network, a 24/7 TV channel featuring gaming and Esports content from all genres and formats

Achievements/Responsibilities

- Founder - Managing and dictating strategy to bring it from concept to launch to stable operation and profit
- Scaling up the workforce to 15 employees at the present
- Creating partnerships with international tournament organizers such as BLAST Premier, ESL, EA Sports to operate, produce and air localized content and slots for Israeli teams in international circuits
- Overseeing all channel operations and products
- Finances and routine reports to channel stakeholders
- Managing all commercial and business development aspects

Freelance Broadcast Producer

Freelance

03/2020 - 01/2021

Working on various live broadcast productions for TV and online. I was a regular freelance with prominent broadcast companies such as Contact GBS

Achievements/Responsibilities

- Technical Director for presidential live broadcasts.
- Regular crew of the Israeli Government Press Office.
- IESF 2020 Esports World championship - Head of Broadcast.

Co-Founder, Business Development

HYPE Gaming

07/2017 - 03/2020

Tel Aviv

HYPE was a gaming venue company, Creating a social space for gamers to play and cultivate communities. Our main branch was in the heart of Tel Aviv

Achievements/Responsibilities

- Creating new revenue sources - B2B events, closed personal events, livestream studio and more.
- Transition 4DV (previous company) into HYPE, continuing to offer production and gaming agency services.
- Business intelligence, analyzing all of our products data. Finding niches for new products, pricing or business models.
- overseeing operation in absence of CEO.
- overseeing the development of 2 new branches and a franchising model.

WORK EXPERIENCE

Co-Founder, COO 4DV Productions

03/2016 - 07/2018

The first ever gaming/Esports oriented production company in Israel. Producing events and broadcasts, for in-house brands and clients alike.

Achievements/Responsibilities

- Training a base of regular freelancers with Esports background as a source of manpower for productions.
- Managing company equipment inventory and storage.
- Responsible for both content and production in all our production projects.
- Building and running events engaging tens of thousands of gamers over two years.
- First Israeli Esports media rights deal with 'Israeli Esports championship aired on Cellcom TV'.
- Regular expert segment in Sport5's "Open Court" show, talking about the latest news in the gaming world.

Staff Sergeant IDF, Artillery Corps. Mandatory military service

03/2013 - 03/2016

Completing mandatory military service as a combat soldier turned Corps secretary and released with honors.

Achievements/Responsibilities

- Basic and advanced infantry and artillery training.
- Comms Officers' Course.
- Commander of Division secretary office - workforce of 3 soldiers.
- Secretary to Corps Commander (Brig.General).

EDUCATION

Accelerated Gifted - Majoring in Philosophy and Computer Science Ironi Dalet High-School

09/2006 - 06/2012

Tel Aviv, Israel

PERSONAL PROJECTS

Israeli Esports Association - Vice President (Volunteer). (05/2016 - Present)

- IESA was created with the goal of getting Esports in Israel recognized and subsidized as any other sport discipline, to support the growing local Esports ecosystem. From my position on the board as VP, I am responsible for media, PR and the general administration of the association.
- Supporting the successful candidacy of Israel as the host country for the IESF World championship for 2020 and 2021.
- Organizing "The Israeli Esports Forum", an Esports industry convention with attendees from all over Europe from companies and national associations.
- Remediating the state in which the IESA management was passed to the current board upon being elected. With borderline illegal bookkeeping practices, tax problems and no yearly reports. In 2 years only we achieved good governance certificate, allowing us to receive public funds.

SEFI - Scholastic Esports Federation Israel - Founder (Volunteer) (03/2020 - 09/2020)

- an unsuccessful attempt to jump-start Scholastic and collegiate Esports in Israel. In collaboration with NASEF (North American Scholastic Esports Federation).
- Enlisting top educators and academics to create white-papers and research what positive effects Esports might have on students in areas such as inclusion, stress, learning disabilities and more.
- Creating an operation plan consisting of programs for elementary schools all the way up to college. Applying for grants to fund them.
- Facilitating Israeli teams participation in NASEF global Minecraft challenges.