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## PROFESSIONAL EXPERIENCE

- 2017- **Startup Nation AcadeMe**  
*Digital Accelerator White label App for enterprises municipal centers and governments*  
**Co-Founder**
- 2018- **Mla-HUB**  
*Innovation and entrepreneurship Accelerator of the center of the center of Academic Studies College*  
**Manager**
- 2000 - **Zoi Com Global Ltd.**  
*Delivering business development and strategic services to Israeli and foreign companies*  
**Owner and CEO**
- Perform market research for various High-Tech companies
  - Work with international companies wishing to expand to new markets, by actively searching for relevant distributors, providers, partners and investors and closing deals with these entities.
  - Provide fund raising services to start Ups and other companies.[Shift a Gift,Fiix,Taracha ,Connecteam,Ionterra etc].
- 2013 - 2015 **Shift a Gift Ltd.**  
*Developing an innovative social platform for group gifts*  
**Partner and Board Member**
- Raised seed money for this venture
  - Accompanied the development and commercialization of the company's new products
- 2008 - 2012 **Pearl International**  
*Building and promoting civic projects and initiatives in Africa[Uganda ,Ruanda and Kenya ]*  
**VP Business Development**
- Led the set-up and development of the Company, which promoted projects in Eastern and Central Africa in the areas of education, water infrastructure for nine dams , health and anti malaria projects , agriculture, communication ministry of Hi tech etc.
  - Set up from scratch the business network in these countries and worked with governmental institutions, high-rank decision makers, ministers and rulers , international organizations and leading international companies to promote these projects.
- 1996 - 2004 **Yozmot College**  
*Thames Valley branch of the British University in Israel*  
**Co-Founder and CEO**
- Initiated and signed a franchising agreement with Thames Valley University (UK).
  - Set up a national network of 8 colleges in Israel with 200 employees and revenues of ILS 30M annually.
  - Designed the business strategy and led the building of the brand and its market penetration.
  - Led cross-organizational processes and managed cross-functional teams that ran the day-to-day operations and marketing efforts.
- 1997 - 2003 **Interstudy Ltd.**  
*An institution for Academic and English studies in Turkey*  
**Co-Founder and Board Member**
- Set up from scratch 2 college campuses in Turkey with 50 employees and \$2M in revenues
  - Developed the business strategy and planning, and assisted local managers in the implementation of this strategy.
- 1991 - 1995 **Tzevet Yoatzim Ltd.**  
*Providing training and organizational consulting services*  
**Co-Founder, CEO and Board Member**
- Set up from scratch and ran the daily operations of the company, that provided Organizational Consulting and Professional Training services to big public sector and governmental companies with 50 employees and revenues of ILS 8M annually

## MEMBERSHIPS IN EXECUTIVE BOARDS

- 2013 - **Somoto Inc.**  
*Providing freeware/shareware developers with a simple method to monetize, enhance and distribute their offerings through various tools*  
**Member of the Board**  
**A member of Balance ,Audit, Remuneration committees**
- 2009 - 2012 **Clal Finance Trusts**  
*A subsidiary of Clal Finance Ltd. providing trust services to companies, financial institutions and NGOs*  
**Member of the Board**  
**A member of Balance ,Audit, Remuneration committees**
- 2000 - 2010 **Israeli Chamber of Commerce**  
**Member of the Board**  
**A member of Balance ,Audit, international trade committees**
- 2002 - 2005 **Governmental Tourism Company**  
*The company is in charge of the infrastructure of the Ministry of Tourism*  
**Member of the Board**  
**A member of Balance ,Audit, international trade committees**

## MEMBERSHIPS IN PUBLIC ORGANIZATIONS

- 2017- **Ministry of Science and Technology**  
**Council for the Advancement of Women in Science and Technology**  
**A Committee member**
- 2016- **Microsoft Accelerator**  
**Mentor**
- 2017- **8200 EISP**  
**Mentor**
- 2001 - 2006 **British-Israeli Business Council**  
**Council Member**

## EDUCATION

- 2004 - 2005 **Israeli Management Center**, Diploma for Board Members  
1986 - 1989 **Tel Aviv University**, Program Graduate, Business Administration & Organizational Behavior  
1981 - 1983 **Tel Aviv University**, Bachelor of Arts (BA) in History and General Arts

## LANGUAGES

Hebrew (Native), English (Perfect)

## ARMY SERVICE

- 1978-1980 **Navy**