

## **Amiri Shoham**

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**Mentor and life-crisis support practitioners specializing in helping people change harmful patterns and habits. Active in capital markets and serving on board of public companies.**

## **Professional Experience**

### **Independent Director**

Jeen Technologies (formerly Micronet)

2024 – Present

Appointed by shareholders who acquired control of Micronet with the objective of closing and selling company operations and leading a merger process.

Actively involved in downsizing loss-making activities, asset sales, and designing the merger framework agreement with Jeen Technologies.

Contributed to strategic restructuring and corporate governance during a complex transition period.

### **Director**

Sunny Communications

2014 – 2025

Initially appointed by bondholders as an observer on the board in 2014.

After Lapidot Group took control, I was appointed as a board director with significant involvement in efficiency, recovery, organization, and business transformation processes across all operational layers.

### **Assets & Finance Manager**

Simcha Balev & Adis Investments Group

2008 – 2011

Managed investments, controls, and negotiations across the group's business activities, totaling tens of millions of shekels.

Focused primarily on real estate and capital market investments, while coordinating ongoing work with accountants, attorneys, banks, and external advisors.

Served as a director on behalf of controlling shareholders at Gaon Holdings during part of the period.

### **Assets & Finance Manager**

Alpha Beta Group

1995 – 2011

Managed investment activities in real estate, biotech companies, securities trading, foreign exchange, and financial derivatives.

Oversaw relations with investment managers and banks, handled financial reporting, and negotiated and supervised transactions across the group's activities.

Served at various times as a director on behalf of controlling shareholders at InnoTec and Gaon Holdings.

### **Operations & Control Manager**

Edgar Textile Industries Ltd.

1993 – 1995

Established operational procedures aligned with company policy.

Managed human resources, organizational efficiency, supplier and customer relationships, and internal audits.

### **Operations Manager**

Edgar Albany Bonded Ltd. (subsidiary of Edgar Textile Industries Ltd.)

1992 – 1993

Built the organizational infrastructure for a licensed bonded warehouse operation.

Managed day-to-day operations, including supervision of goods deposits and releases in compliance with customs regulations.

Led a team of more than 20 employees and implemented the required computer network systems in compliance with customs regulations.

### **Public & Community Involvement**

Board Member & Co-founder of Mentoring Project

- Yahalom Association

2018 – 2022

Mentor

- Gesher L'Noar (Bridge for Youth)

2016 – 2018

Mentor

- Otot – “Another Place” Hostel for At-Risk Youth

2013 – 2016

Mentor

- Shorashim Association

Support for Holocaust Survivors

2013 – 2017

### **Education**

1. Mindfulness-Based Buddhist Psychology for Therapists  
2019
2. Psychotherapy Studies with a Focus on Addictions  
2014
3. Holistic Coaching Studies  
2012
4. MBA Studies, Heriot-Watt University (Ramat Gan College Branch)  
2002
5. Senior Real Estate Advisors Course, Lahav Institute, Tel Aviv University  
2002
6. Investment Advisory Course in Capital Markets, Bar-Ilan University  
1995
7. B.A. in Business Administration, Newport University Branch Program  
1993 – 1996

### **Military Service**

Combat Engineering Officer

Yahalom Unit, Israeli Defense Forces

1984 – 1992

Final position: Deputy Commander of the unit.

Discharged with the rank of Major (Reserves).

### **Languages**

Hebrew – Native

English – Fluent