

## Education

**Ph.D. Department of Natural Resources & Environmental Management, University of Haifa.**  
Israel, 2016

**M.B.A. UCLA Graduate School of Management,** Los Angeles, CA 1986.

*Honors: Dean's List of Honor Students.*

**M.Sc. Computer Science, UCLA Graduate School of Engineering and Applied Sciences,** Los Angeles CA, 1987.

**B.Sc. Engineering, Cum Laude, Technion, Israel Institute of Technology,** Haifa Israel, 1979.

*Honors: President's and Dean's lists of Honor Students.*

## Languages

Fluent in English and Hebrew. Good knowledge of French, German and Dutch.

## Teaching Experience

**University of Derby, Israeli Branch, 2001-2002**

**External Lecturer.** Taught various MBA courses.

**IDC Herzliya, 2013 – present**

**External Lecturer** in the School of Sustainability. Taught courses in Energy Economics and Natural Resource Economics.

*Honored twice by the IDC Provost for teaching excellence.*

**University of Haifa, 2015/2016**

**External Lecturer** in the Department of Natural Resources & Environmental Management, Energy Policy and Management Program. Taught a course in Energy Economics.

**Project Supervision** of MS. Students in the Department of Natural Resources & Environmental Management.

**Afeka, Tel Aviv College of Academic Engineering, 2015 - Present**

**External Lecturer** in the Energy Engineering Department, Master's Program. Teaching a course in Energy Market Economics.

## Participation in Research Projects

### **Energy Markets**

- **An Innovative Approach for Dynamic-Active Electricity Demand Side Management for Households in Smart Grids.**  
Doctoral research, 2012- 2016
- **The Mediterranean Sea and Israeli Society, 2014 - 2015**  
Research team member, Natural Resources and Environmental Research Center, University of Haifa; Funded by a philanthropic fund.
- **Long Term Master Plan for the Israeli Electricity Market, 2012 (project terminated in 4/12)**  
Research team member, Natural Resources and Environmental Research Center, University of Haifa; Funded by the Ministry of National Infrastructures, Energy and Water Resources.

### **Natural Resources and Environmental Management**

- **Application of a Unique Framework for the Development of Sustainable Management Pathways of the Israeli EEZ- Merging of Economics and Ecology, 4/2016 - present**  
Research team member, Natural Resources and Environmental Research Center, University of Haifa; Funded by a philanthropic fund.

### **Water Resource Management and Food Security**

- **Modelling European Agriculture with Climate Change for Food Security, 2012 - 2015**  
Research team member, Natural Resources and Environmental Research Center, University of Haifa; Funded by The Ministry of Agriculture and Rural Development.
- **Assessing the Impact of Climate Change on the Water Economy and Agriculture in Israel, 2012 - 2013**  
Research team member, Natural Resources and Environmental Research Center, University of Haifa; Funded by The Water Authority.

## Publications and Conferences

### Energy Markets

- **An Innovative Approach of Demand Side Management in Smart Grids for Advancing the Use of Renewable Energy in Electricity Generation.**  
Oral Presentation at the Annual Conference of Science and the Environment, Bar-Ilan University, 16-18, September, 2014
- **An Innovative Approach of Demand Side Management in Smart Grids for Advancing the Use of Renewable Energy in Electricity Generation.**  
Oral Presentation at the “Characteristics of the Prosumer in Future Energy Markets”, IDC Herzliya, the School of Sustainability in Cooperation with the Israeli Energy Forum, 11 March, 2015.
- **Demand Side Management in Smart Grids for Advancing the Use of Renewable Energy in Electricity Generation.**  
Oral Presentation at “Protecting the Environment and Energy Conservation”, Caesarea industrial business park, 2 June, 2015.

### Water Resource Management and Food Security

- **Assessing the Impact of Climate Change on the Israeli Water Economy via a Linked CGE and Farm-level Model** (*research conducted with Ruslana Rachel Palatnik, Iddo Kan and Mickey Rapaport-Rom*).  
Oral presentation at the International Workshop: Exploring New Ideas for Trade and Agriculture Model Integration for Assessing the Impacts of Climate Change on Food Security, University of Haifa, March 3. 2013.
- **Assessing the Impact of Climate Change on Agriculture and a Water Economy with a Diverse Mix of Water Types** (*research conducted with Ruslana Rachel Palatnik, Iddo Kan and Mickey Rapaport-Rom*).  
Oral presentation at the Leibniz Centre for Agricultural Landscape Research (ZALF), Müncheberg, Germany, 18-20 November, 2013
- **Assessing the Impact of Climate Change on Agriculture and a Water Economy with a Diverse Mix of Water Types – the Israeli Case Study** (*coauthors: Ruslana Rachel Palatnik, Iddo Kan, Mickey Rapaport-Rom*).  
Poster Presentation (by Prof. Mordechai Shechter) at the 5th World Congress of Environmental and Resource Economists, Istanbul Turkey 28 June 2014- 02 July 2014.

- **Economic Impacts of Water Scarcity under Diverse Water Salinities** (coauthors: Ruslana Rachel Palatnik, Iddo Kan, Mickey Rapaport-Rom).

Journal publication, Water Economics and Policy, Special Issue on Economics of Salinity Impacts and Management (Published 11 February 2016).

- **Economic Impacts of Water Scarcity under Diverse Water Salinities** (coauthors: Ruslana Rachel Palatnik, Iddo Kan, Mickey Rapaport-Rom).

Oral Presentation (by Ruslana Rachel Palatnik) at the 21st Annual Conference of the European Association of Environmental and Resource Economists in Helsinki, June 24-27, 2015. (accepted).

## Employment History

### **NICE Systems Ltd., Israel, 2002 – 2012**

#### **Strategy and M&A, Dec. 2009 – 2012**

Lead executive in various Strategy and M&A initiatives. Led projects for identifying and pursuing new growth areas in the enterprise space; led M&A throughout the entire process including identifying targets, building a business plan, conducting due diligence, transaction/agreement negotiations and post-merger integration.

#### **VP Partners and Channels, 2008 - 2009**

Responsible within the Enterprise Group for the indirect business globally. Headed the team that managed the relationships with global strategic partners. Responsible for setting the strategy and building the infrastructure for recruiting, supporting and managing local distributors under a Partner Program.

#### **President, Enterprise EIS GBU, 2005 - 2008**

Headed the Enterprise Interaction Solutions Business Unit with global responsibilities for the business in the contact center and trading floor markets. Led a major company-wide initiative for rebranding and repositioning the company as a leading provider of solutions to the contact center market. The repositioning and rebranding and the introduction of a new solution portfolio developed by the GBU have been major contributors to the accelerated growth of the Enterprise business.

#### **General Manager, Product Division, 2003 – 2005**

Served as the General Manager of the Enterprise Product Division with responsibilities for Corporate Marketing, Product Management and R&D. Under my leadership, the division developed and positioned in the market a new solution portfolio that involved re-architecting the product line and expanding the application portfolio.

#### **Corporate VP Marketing, May 2003 –Oct 2003**

Led the creation of a new vision and marketing strategy and built a go-to-market plan for the transition of the company towards solution selling with focus on business performance.

Responsibilities included product management and all strategic and operational marketing activities.

**Director of Product Management, 2002, 2003**

Set the product strategy and led the definition and design of the next generation product line, leveraging the market migration to VoIP and the increasing market adoption of contact center applications.

**Call Vision Israel Ltd., Tel-Aviv, Israel 2000 – 2001**

**Managing Director** – co-founded with the investment of a European strategic partner a company for developing applications for multi-media contact centers. Built a business plan, founded the company, hired managers and employees. Led the company throughout the entire lifecycle, from product requirements to first customer installations.

**STS Software Systems Ltd., Bney Brak, Israel, 1999 - 2000**

**VP International Sales and Marketing** - headed international sales and marketing. Developed a comprehensive marketing and go-to-market plan. Established and managed a network of distributors and strategic partners in the US, Europe, South America and Japan.

**Sybase Europe, Amsterdam 1995 – 1998**

**Director of Partners and Distributors** - headed the business unit responsible for developing business through distributors and partners in Europe, the Middle East and South Africa. Managed 30 distributors and partners with full P&L responsibility.

**Sybase Benelux, Amsterdam 1992 – 1995**

**Business Unit Manager** - Established in 1992 the company's software and system integration business unit in the Benelux countries and managed it until 1995. Owned a full P&L with responsibility for sales, marketing, and operations

**SQL Solutions Europe, London, 1990 – 1992**

**Technical Director** - responsibilities included:

- Technical management of the UK office
- Setting up subsidiaries in Germany and France and a tech support organization in Holland

**SQL Solutions USA, Boston MA, 1988 – 1990**

**Senior Project Manager** - Managed various large-scale projects. Major projects included:

- Integrated management system for a large food distribution company.
- Long-term Info. Resource plan for a large international soft drink conglomerate.
- Outside-plant telephone equipment tracking system.

**Stone & Webster Engineering Corporation, Boston MA, 1987 – 1988**

**Project Manager** - managed various large scale projects. Major projects included:

- An Integrated computer-based system for managing the planning, installation and maintenance of streetlights in the city of Los Angeles.
- An integrated engineering system for design, construction and maintenance of nuclear and coal operated power plants.