

Personal Information

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Bio

Over the past decade I have been focusing on connecting startups with the world's largest corporations. In my current role I am leading SAP.iO Rising Stars team, a global team of portfolio development experts with a mission to secure SAP partnership with cutting edge startups. Before that I have led SAP.iO Foundry in Tel-Aviv, which is part of SAP global network of top-tier startup program.

Before joining SAP, I have led Deloitte Technology Scouting Services in Israel, where I have supported large multinational companies in engaging with Israeli startups, scout for collaboration, investments or acquisitions, define open innovation strategy, form new partnerships and build their innovation or R&D centers. Before Deloitte I spent 11 years at IBM, while in my last role I have led IBM Israel's Startup & Developer Ecosystem team and was responsible for IBM's first startup accelerator in the world ("Alpha Zone").

In my free time I invest in startups as an angel investor while supporting their journey as a mentor. I have an MBA from Tel Aviv University and B.Sc. in Software Engineering.

Key Skills

- Corporate innovation
- Strategy & business planning
- Forming and leading global partnerships
- Team building & People management
- Technology Scouting
- Startup investments
- Startup acceleration & mentorship
- Business and sales operation
- Sales and marketing
- Networking – An ecosystem player
- Public speaking and professional blog writing

Academic Education

Tel Aviv University, Israel

2011 - 2013, MBA, Technology,
Entrepreneurship and Innovation; *In Dean's List*

Shenkar College of Engineering, Israel

2004 - 2008, Bachelor's Degree,
Software Engineering

Tel Aviv University, Israel

2022, Course, Directors and Senior Officers Holders

Technion - Israel Institute of Technology

2016, Course, Fundraising for startups & VC

London Business School, England

2015, Course, Business and Industry Insight Program

Professional Education

SAP, Global Sales School, Germany

2020, SAP Sales Knowledge Bootcamp

Deloitte University

2018, Deloitte facilitation excellence program

IBM, Global Sales School, England

2013, Graduated with distinction

IBM, Leadership Program, Germany

2010, IBM training program for managers

Career History

2022 – To date
SAP

Director, SAP.iO Rising Stars

- SAP.iO Rising Stars is a global team of portfolio development experts with a mission to secure SAP partnership with cutting edge startups who graduated the SAP.iO Foundry programs.
- We do that by executing advanced portfolio-development tactics to generate joint pipeline, facilitate client discussions and support deal closing. To allow a healthy partner progression, we conclude our process by handing over partner management to the relevant SAP partner and/or sales organizations.
- In addition, our team promotes various SAP strategic initiatives, and engage with clients at selected events and innovation days.

2020 – 2022
SAP

Director, SAP.iO Foundry Tel-Aviv

- SAP.iO Foundries mission is to build SAP's next generation of partners. SAP.iO Foundry Tel-Aviv was part of a network of 10 Foundries around the world, in leading startup ecosystems, each is running 2 corporate-accelerator programs a year, with a different focus area.
- My team worked closely with SAP industry and product groups to identify white spaces, scouted globally for suitable early stage-startups to partner with, and run acceleration programs to effectively build joint value propositions that will bring new value, insights, and services to SAP clients.

2017 – 2020
Deloitte

Head of Technology Scouting Services (Israel)

- My mission is to connect large multinational companies with the Israeli tech ecosystem.
- Frequent forms of engagement will include: Technology scouting for product collaboration, scouting for investment or acquisition, executing proof of concept (PoC) projects, forming new partnerships with ecosystem players, large scale projects of opening innovation or R&D centers, and corporate innovation consultancy.
- Reaching new clients require close relationships with Deloitte global account managers worldwide, and close personal relationships with CxO, BUs leaders and senior stakeholders within the companies.
- I am responsible for the end-to-end process, starting with closing the deal, managing the relationship with the client, managing the project teams, and internal coordination of other Deloitte's services and departments (Legal, tax, Subject Matter Experts etc.).
- **Selected clients:**
 - **TD Bank (Canada):** Building innovation and R&D center for the bank in Israel, including forming the strategy, detailed implementation plan, lead new partnerships and ecosystem engagements, ongoing scouting for Cyber Security and Fintech solutions, managing PoCs with 3 Israeli startups, build marketing and branding plan, support hiring, and ongoing senior management support.

- **European Union (Germany):** I won a tender to closely work with European Institute of Innovation & Technology (EIT) to identify and work with 6 selected large enterprises on building their "open innovation" strategy, scout for solutions and support their initial engagement with the Israeli startup ecosystem.
- **MasterCard (US):** Closely worked with MasterCard leadership of Cyber and Innovation to build their strategy and plan for the IIA (Israel Innovation Authority) FinSec lab tender, to scout, PoC and integrate Israeli Cyber and Fintech solutions.
- **Sompo (Japan):** Building innovation center for the company in Israel, including forming the strategy, detailed plan, ongoing scouting for Cyber Security solutions, managing PoCs with 3 Israeli startups and scouting for investments.
- **Anthem (US):** Building new R&D center for the company in Israel, focusing on AI. This included forming the strategy, detailed plan, technology scouting, build marketing and branding plan, governance model, lead hiring of local team, and ongoing senior management support.
- **K-Bank (Thailand):** Building innovation center for the bank in Israel including forming the strategy, detailed plan, ongoing scouting for Fintech solutions, scouting for investments and hiring support.

2015 – 2017
IBM

Ecosystem Development

Head of Startup & Developer Ecosystem (Israel)
Leader of IBM Alpha Zone Accelerator

- Managing a team of Sales, Tech Experts, Business Development, Marketing and Program Managers, with a mission to build and execute the relationships between IBM and key Israeli startups, ISVs, VCs, Accelerators and other ecosystem players.
- Responsible for IBM Alpha Zone Accelerator - The first IBM accelerator in the world, with the goal of forming new partnerships between IBM (worldwide) and disruptive Israeli startups.
- Leading IBM relationships with the Israeli VCs, Angels, OCS, Communities, Accelerators, Incubators and local ecosystem.
- Lead IBM cooperation with the Israeli academic institutions.
- Responsible for the development of IBM Israel developers' community; Setting meetups, Hackathons, Challenges and large community events.
- Selected success stories:
 - 42 new startup collaborations with IBM worldwide
 - 8 new partnerships with leading ecosystem players (Accelerators, VCs, other multinationals, universities etc.)
 - 10 hackathons with more than 1,700 participants
 - 33 Hands-on Labs with 950 developers
 - 70+ Meetups and events with more than 30,000 attendees

2012 - 2015

IBM

Global Technology Unit
(GTU)

Global Alliance & Business Development

- Building and executing the relationships between IBM and the large Israeli based Telecom, Energy and Utilities companies.
- Managed the global relationships of IBM with companies like Amdocs, Comverse, Allot Communications, Flash Networks, ECI, cVidya and others.
- Performed international sales and business development. Managed yearly revenue of ~50M\$.
- Evaluate and develop a new generation of partners for IBM, ranging from early stage startups up to large ISVs.

2010 - 2012

IBM Israel

Global Business Services
(GBS)

COO, Global Business Services

- Setting the group work plans. Yearly revenue of ~80M\$.
- Owner of the solution design process.
- Highly involved in leading complex and large deals.
- Ongoing analysis and reporting of signing, revenue and profit.
- Management of employees' utilization, deployment, and expertise.

2006 – 2010

IBM Israel

Sales Transaction Hub

Bid Manager

- Leading teams within IBM process of delivering large and complex proposals.
- Expert in IBM business solution design process and procedures.
- Linking between IBM internal functions (Sales, technical experts, legal, quality assurance, pricing, etc.) during solution design process.

Investments

2021

Kahoona.io

Seed Investor

- Kahoona is a 1st Party Data activation platform for the open-web, provides an essential solution for a cookie-less and identity-less digital ecosystem. By utilizing proprietary technology, with a focus on 1st Party Data alone, Kahoona's solution is able to analyze user interactions and translate it to audience segmentation and real-time personalization.
- I've joined the company as an investor in its seed round.

Honors and Awards

- **2016** - Chosen for IBM Golden Top Talent (GTT) program
- **2013** - MBA Dean's List, Tel Aviv University
- **2006-2016** - Awarded with IBM Top performance award (6 out of 10 years)
- **2013** - Graduated with distinction, IBM Sales School
- **2014, 2003, 2001** - Awarded Outstanding Officer, IDF

Volunteer

- **2016** - Chosen by IBM to take part in the "Corporate Service Corps" volunteering program for top management prospects. Spent 4 weeks in India to support government initiative.

Other Relevant Information

2018 – To date, Member of the Board of Trustees, Shenkar College of Engineering and Design

- Shenkar was founded in 1970 as the "College for Fashion and Textile Technology", with the goal of qualifying skilled manpower for the Israeli industry, as well as providing it with advanced R&D services. Today, Shenkar offers academic degrees in design and engineering and even joint PhD programs with leading international education institutions.
- Shenkar Board of Trustees provides the organization with sound governance, fiduciary and strategic oversight, and direction.

2012 – To date, Startups mentor in leading startup programs

- AnD Ventures (Corporate partner) <https://www.and-ventures.com/>
- toDay Ventures <https://www.today.ventures/>
- MassChallenge <http://masschallenge.org>
- 8200 Social Program <http://www.thesocialprogram.co.il>
- IDC Beyond <http://beyond.idc.ac.il/>
- Hackaveret <https://www.hackaveret.org/>
- IEC (The IDC Entrepreneurship Club) <http://www.iec.idc.ac.il>
- KSP (Koisra Seed Partners) <http://www.koisraseedpartners.com>
- EY "The Pitch" 2013, 2014, 2015, 2016 <http://www.ey.co.il/pitch>
- The Academic College of Tel-Aviv Jaffa <https://www.mta.ac.il>

2015 – 2017, Blogger

- Writing a weekly blog for TheMarker, about the Israeli Startup Ecosystem, Technology, Academia, Venture Capital and Innovation

2000 - To date, Captain, Adjutant Officer of a Combat Unit, IDF. In reserve service since 2003.

Language Skills:

- English - Fluent
- Hebrew - Fluent