

OUR SPECIAL GUESTS

Sunday, March 22, 2015

MENNY BARZILAY
PROF. IRAD BEN-GAL
RAMI EFRATI
KEREN ELAZARI
RAM LEVI
DR. ROEY TZEZANA
PROF. SIMHA GOLDIN
PROF. JOSEPH KLAFTER

Monday March 23, 2015

PROF. DINA PORAT
PROF. AMRAM ESHEL
AMB. DORE GOLD

Tuesday, March 24, 2015

DR. ROI HOLZMAN
DR. EREZ BEN-YOSEF

Wednesday, March 25, 2015

DR. CARMIT LEVY
DR. NETA EREZ
DR. YOSSI YOVEL
DR. ARIE NESHER
DR. SHAI LAVI
PROF. DANIEL OFFEN
SHLOMO NIMRODI
PROF. MOSHE ZVIRAN
PROF. DAVID MENDLOVIC
PROF. YOSSI MATIAS

Thursday, March 26, 2015

PROF. UZI RABI
LANA ZAHER
DR. ASSAF DISTELFELD

Friday, March 27, 2015

PROF. THALMA LOBEL
PROF. AMNON BAR OR

*One's destination is never a place,
but a new way of seeing things.*

— Henry Miller



PROFESSOR AMNON BAR OR

Amnon Bar Or, born in 1951 in Tel Aviv, is an architect expert in the preservation and restoration of historic buildings and heritage sites.

Bar Or studied architecture in Florence, Italy and, after completing his studies, returned to Israel in 1978 and opened an architectural planning office in the Old City of Safed. In his early years, he focused on planning projects for private customers and public offices in Safed and in Northern Israel. In parallel, he studied toward a B.A. in Archaeology at Haifa University (1984), followed by M.A. studies at the Hebrew University in Jerusalem (1989).

In 1990, Bar Or transferred his base of activities to Tel Aviv, where he opened an independent architects' office specializing in the planning of the preservation and restoration of many historic sites in the city of Tel Aviv-Yafo and other cities across Israel, as well as the preparation of plans and criteria for the preservation of historic compounds.

Throughout its activity in historic Tel Aviv, the Bar Or office planned buildings counted among the most important historic structures of the city.

Since 1996, Bar Or has been serving as a lecturer at the Azrieli School of Architecture at Tel Aviv University and as an instructor at a preservation studio. Bar Or has been a senior lecturer since 2002 and in 2003, within this framework, even founded a Diploma course of studies in the preservation of built heritage, heading the department until 2008. In 2009, he became a full professor.

In 2002, Bar Or won the municipal "Rokach Award for Architecture" for the planning and preservation of historic structures in the city of Tel Aviv.

In 2008, he and his planning partners, architects Lior Zionov and Lior Vitkin, won first place at an open architects' competition for the planning of the Umm al-Fahm Museum of Contemporary Art.

In 2009, the Binyan ve-Diyur (Construction and Housing) magazine declared Amnon Bar Or the most influential architect of the year in the category of preservation architecture.

In 2010, he was awarded an honorary title of knighthood: the "Italian Solidarity Star" by the President of Italy.



MENNY BARZILAY

Menny Barzilay is a cyber security strategist and esteemed public speaker.

A former Chief Information Security Officer in the Israeli Defense Forces, Capt. (Res.)

Barzilay is now the head of the IT Audit department at Bank Hapoalim Group (based in Israel) and the chairman of the student board audit committee at the Open University.

An evangelist of innovation, Barzilay meets and advises many startup companies and entrepreneurs from around the world. In addition to his ongoing activities, Barzilay lectures and serves as host and panelist at cyber security conventions, conferences, and professional workgroups worldwide, and his publications are featured in renowned computer magazines.



PROFESSOR IRAD BEN-GAL

Professor Irad Ben-Gal is the chair of the Department of Industrial Engineering at Tel Aviv University. His research interests include statistical methods and applications of information theory and machine learning to industrial and service systems.

He wrote and edited five books, published more than 80 scientific papers, and received several Best Paper awards. He is the former chair of the Quality Statistics & Reliability (QSR) society at INFORMS and a member in the Institute of Industrial Engineers (IIE), the European Network for Business and Industrial Statistics (ENBIS) and the International Statistical Institute (ISI). He is a Department Editor in IIE Transactions and serves on the Editorial Boards of several other professional journals.

Prof. Ben-Gal has supervised dozens of graduate students, led many R&D projects, and worked with companies such as Siemens, Intel, Applied Materials, GM, Nokia, Procter and Gamble, IBM, SAS, Oracle, and SAP. He is a co-founder and an active chair of Context-Based 4casting (C-B4), a software company that provides automated predictive analytics solutions.



DR. EREZ BEN-YOSEF

Dr. Erez Ben-Yosef has taught in the graduate program in Archaeology and Archaeomaterials at Tel Aviv University since 2011.

The author of multiple research papers on archaeometallurgy, archaeomagnetism, and Iron Age archaeology, he is currently directing the Central Timna Valley Project — multidisciplinary research into Iron Age copper production in the southern Levant. The project, supported by Rothschild's Yad Hanadiv Foundation and a Marie Curie PEOPLE grant, includes new excavations and surveys, as well as laboratory analyses at TAU and abroad. The work is aimed at elucidating various aspects of ancient human exploitation of a limited natural resource.

He studied archaeology and geology at the Hebrew University of Jerusalem (B.A., B.Sc., M.Sc.) and archaeology and anthropology at the University of California, San Diego (M.A., Ph.D.). His doctoral dissertation, entitled *Technology and Social Process: Oscillations in Iron Age Copper Production and Power in Southern Jordan*, was published in 2010. It presents the results of six years of field and laboratory research on the copper mines of the southern Levant (Jordan and Israel). During 2010-2011 he carried out postdoctoral research at Scripps Institution of Oceanography, focusing on the ancient copper mines of Cyprus and the application of slag material in geomagnetic research.



DR. ASSAF DISTELFELD

Wheat geneticist Assaf Distelfeld graduated from the University of Haifa in 2006, and continued postdoctoral training at the lab of Prof. Jorge Dubcovsky at the University of California/Davis.

In 2010, he established his lab at Tel Aviv University, focusing on improving the yield and quality of wheat. He seeks to explore wild cereal germplasm, especially wild emmer wheat, and is currently leading an international consortium to sequence this complex and important genome.

His laboratory uses an integrated system approach including genetic, genomic, and transgenic tools that are implemented by combinations of laboratory and field experiments.



RAMI EFRATI

Rami Efrati, an expert in Cyber Technology Strategic Methods, is the former head of the Civilian Division of the Israel National Cyber Bureau in the Prime Minister's Office.

Efrati served in the Israel Defense Forces for more than 28 years. He commanded numerous prestigious operational and technological positions in Military Intelligence, and received the Creative Thinking Award from the Director of Military Intelligence.

Efrati also has 16 years of civilian experience and has been involved in entrepreneurial activities with both start-up and established companies in the Cyber-Security, High Tech, and Bio-Technology sectors.

On June 2013 Mr. Efrati was elected District Governor of Lions Clubs International in Israel.



KEREN ELAZARI

Keren Elazari is a cyber security strategist, a distinguished public speaker, and a security industry analyst with GIGAOM Research.

Since 2000, she has worked with leading IT vendors, government organizations, Big 4 firms, and Fortune 500 companies in Israel and abroad. She is a featured speaker at many international events including TED, RSA Conference, DLD, NATO's Cyber Conflict Conference, DEFCON, WIRED, and more.

Keren is a research fellow with the Yuval Ne'eman Workshop for Science, Technology and Security at Tel Aviv University, where she explores the intersection of cyber conflict and politics. She is fascinated by the rising power of hackers, the value of data, and the evolution of security paradigms. In 2012, Keren held the position of Security Teaching Fellow with Singularity University. Keren holds a B.A. in History & Philosophy of Science from Tel Aviv University, and the international accreditation for information security professionals, CISSP, since 2007.



DR. NETA EREZ

Dr. Erez joined the Department of Pathology at TAU's Sackler Faculty of Medicine in October 2010, after completing her post-doctoral research at the University of California, San Francisco.

Her research is based on her discovery that fibroblasts associated with cancer mediate tumor-enhancing inflammation, most recently focusing on breast cancer and melanoma brain metastasis. At TAU, she is studying the role of tumor-promoting inflammation using genetically-engineered models of cancers, with the aim of uncovering stromal pathways that contribute to the spread of tumors, and of identifying novel targets for fibroblast-directed therapies.

Even at this early stage of her career, Dr. Erez has had her research published in leading journals including *Cancer Cell* and *Cancer Research*. She completed her master's and doctoral degrees at the Weizmann Institute of Science, Israel.



PROFESSOR AMRAM ESHEL

Prof. Amram Eshel is the manager of the Tel Aviv University Botanical Gardens' Sarah Racine Root Research Laboratory. This is the world's largest aeroponics facility, where trees can be grown while their roots are hanging in the misty air. This research facility allows the scientists free access to the root-systems in the course of the plant's growth.

He is also in charge of the Ted Arrison Laboratory for Airborne-Allergens at Tel Aviv University. This laboratory provides essential medical information to physicians and patients regarding the blooming of allergenic plants, and dispersal of allergenic pollen and spores.

Born and raised in Israel, Prof. Eshel received his degrees from Tel Aviv University, where he was a member of the academic staff from 1980 until his retirement in 2012. During this time, he held short visiting appointments at Ohio Agricultural Research Center in Wooster, Ohio; Michigan State University; The Pennsylvania State University; CNRS at Gif-Sur-Yvette; and University of Western Australia.

His main research interests are in the area of plant physiological ecology, especially as related to mineral nutrition and water relations. A special aspect of this research is the resistance of plants to salinity stress, which was the basis for an initiative for developing salt-resistant desert plants as an alternative source of biomass for energy production. He has been working on this project, together with colleagues and students, for the last 15 years.



AMBASSADOR DORE GOLD

Ambassador Dore Gold is President of the Jerusalem Center for Public Affairs. He was the eleventh Permanent Representative of Israel to the United Nations (1997-1999).

In January 2014, he was appointed an external advisor on international issues to Prime Minister Benjamin Netanyahu. During the Prime Minister's first term, and in the capacity of foreign policy advisor, Ambassador Gold served as an envoy to the Palestinian Authority, Egypt, Jordan and the Gulf States. He also served as an advisor to Prime Minister Ariel Sharon.

Ambassador Gold was a member of the Israeli delegation at the Wye River negotiations between Israel and the PLO outside of Washington. He negotiated the Note for the Record, which supplemented the 1997 Hebron Protocol, and in 1999 concluded the negotiations with the U.S., Lebanon, Syria, and France for the creation of the Monitoring Group for Southern Lebanon. In 1991, he served as an advisor to the Israeli delegation to the Madrid Peace Conference. From 1985 to 1996, he was a senior research associate at the Jaffee Center for Strategic Studies, Tel Aviv University, where he was Director of the U.S. Foreign and Defense Policy Project. Dr. Gold received his B.A. ('75), M.A. ('76) and Ph.D. ('84) from Columbia University, where he specialized in the Middle East and in international law.

Ambassador Gold has written books and articles on the Middle East, including *The Rise of Nuclear Iran: How Tehran Defies the West* (Regnery, 2009), *The Fight for Jerusalem: Radical Islam, the West, and the Future of the Holy City* (Regnery, 2007), *Tower of Babel: How the United Nations Has Fueled Global Chaos* (2004), *Hatred's Kingdom: How Saudi Arabia Supports the New Global Terrorism* (Regnery, 2003), and *U.S. Military Strategy in the Middle East* (Tel Aviv: Ministry of Defense Publications, 1993). His articles have appeared in *Asahi Shinbun*, *Commentary*, *Daily Telegraph*, *Die Zeit*, *Ha'aretz*, *Jerusalem Post*, *New York Times*, *Washington Post*, and *Wall Street Journal*.

He lives in Jerusalem with his wife, Ofra, and their children.



PROFESSOR SIMHA GOLDIN

Prof. Goldin is Head of the Goldstein-Goren Diaspora Research Centre in the Jewish History Department at Tel Aviv University.

As a social historian, he is interested in “solving the riddle of the survival of the Jewish community in medieval Germany, northern France and England.” He teaches courses dealing with questions of the medieval Jewish community; the socialization process in medieval Jewish communities; norms and deviance in medieval Jewish communities; Jewish martyrdom; and medieval Jewish women and their status.

He is the author of *Uniqueness and Togetherness, The Enigma of the Survival of the Jews in the Middle Ages* (Hebrew, 1997); *The Ways of Jewish Martyrdom*, (Hebrew, 2002 and English, 2008); *Jewish Women in the Middle Ages — A Quiet Revolution* (English, 2011); and *Apostasy and Jewish Identity in High Middle Ages Northern Europe* (English, October 2014). Prof. Goldin is a Lieutenant Colonel in the reserves.



DR. ROI HOLZMAN

Dr. Holzman is a senior researcher in TAU's Department of Zoology and at the Inter-university Institute for Marine Sciences in Eilat. He is studying the evolution of complex functional systems, with an emphasis on fish musculoskeletal systems and how marine creatures produce and exploit hydrodynamics to carry out basic life functions.

Currently, studies are focused on the enigma of the “critical period” experienced by fish larvae. Fish in the wild face a major bottleneck — 99% die within days after hatching from the egg. This is true even in aquaculture, where 70% of fish die within that same time period. What causes this mortality, and how can survival rates be improved? Dr. Holzman is leading a diverse group of biologists, engineers, physicists, and mathematicians to seek the cause and offer solutions to the problem.

Dr. Holzman was awarded a prestigious Rothschild postdoctoral fellowship to study at the University of California–Davis. His research is funded by the National Science Foundation, the U.S.-Israel Science and Technology Foundation, and the European Union.



PROFESSOR JOSEPH (YOSSI) KLAFTER

President of Tel Aviv University since October 2009 — the eighth since TAU's founding in 1956 — Prof. Joseph Klafter is widely recognized in his academic field, chemical physics. He served as the chairman of the Israel Science Foundation (ISF), the main institution supporting scientific research in Israel, from 2002 to 2009.

Professor Klafter has published close to 400 scientific articles, edited 18 books, and is the co-author of *First Steps in Random Walks: From Tools to Applications* (Oxford University Press, 2011). He is a member of the editorial boards of six scientific journals, and has been a member of the scientific committee of dozens of conferences.

In 2011, The American Academy of Arts and Sciences elected him an honorary member, and he is also a fellow of the American Physical Society. Professor Klafter has won many prestigious prizes in his field, including the Alexander von Humboldt Foundation Prize, the Weizmann Prize for Sciences, the Rothschild Prize in Chemistry, and the Israel Chemical Society Prize. He also holds an honorary doctorate from Wroclaw University of Technology in Poland.

Professor Klafter completed his B.Sc. and M.Sc. in physics at Bar-Ilan University, and his Ph.D. in chemistry at Tel Aviv University in 1978. After post-doctoral studies in chemistry at MIT, he joined the research and engineering division of Exxon in the U.S., where he worked for eight years. He joined TAU's Raymond and Beverly Sackler School of Chemistry in 1987, and was promoted to full professor in 1989. From 1998 to 2003 he was the incumbent of the Gordon Chair in Chemistry, and from 2003 onward he has held the Heineman Chair of Physical Chemistry.

Professor Klafter chaired the Department of Physical Chemistry at TAU from 1990 to 1992, and again from 1998 to 2002. Concurrently he served as head of the Raymond and Beverly Sackler Institute of Chemical Physics. From 1996 to 2002 he was a member of the academic board of the ISF, heading the exact sciences and technology subject area.

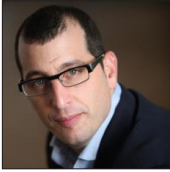


DR. SHAI LAVI

Professor of Law Shai Lavi is the director of Tel Aviv University's Edmond J. Safra Center for Ethics, and the co-director of TAU's Minerva Center for the Interdisciplinary Study of the End of Life.

His book *The Modern Art of Dying: A History of Euthanasia in the United States* (Princeton University Press) won the 2006 Distinguished Book Award in sociology of law from the American Sociological Association.

He received his Ph.D. from the Jurisprudence and Social Policy Program, University of California Berkeley. He is a member of the National Helsinki Committee (IR B) for Medical Research and a member of the editorial board of two of the leading American journals in his field, *Law and Society Review* and *Law, Culture and Humanities Journal*. Currently, he is working on a new comparative study of the regulation of beginning and end of life in Israel, Europe, and the United States.



RAM LEVI

Ram Levi is the founder and CEO of Konfidas, a cybersecurity strategy solutions company offering a unique approach to cyber-threats based on “offensive attacker mind-set.” Previously, he was the co-founder and CEO of Excyber Ltd., a strategic cybersecurity company.

He served as Secretary of the Prime Minister’s National Cyber Initiative Task Force that spearheaded the government resolution on establishing the National Cyber Directorate (2011), and was a co-author of the President of Israel’s committee on the Israeli National Space Policy, co-authoring the national civilian space policy (2011).

Levi is a graduate of the International Space University and holds a degree in Computer Science. He is currently writing his thesis on the evolution of cyber-threats to space systems at Tel Aviv University, and trained at the elite IDF “Mamram” Programming School.

He writes and lectures regularly on space and cybersecurity, and has been a guest lecturer at the International Space University (France); NTU (Singapore); Tel Aviv University; Technion–Israel Institute of Technology; and The Interdisciplinary Center, Herzliya.

He is a member of the National Committee for Cybersecurity Research and Development; a senior researcher at Tel Aviv University’s Yuval Ne’eman Workshop for Science Technology and Security Senior Cybersecurity Forum; and the IDC International Institute for Counter Terrorism Cyber Terror Group.



DR. CARMIT LEVY

After completing post-doctoral studies at Harvard University, Dr. Levy was heavily recruited by institutions around the world. She chose to establish her research lab in

Tel Aviv University's Department of Human Molecular Genetics and Biochemistry in 2011, and is currently exploring promising new approaches to the prevention, diagnosis, and treatment of malignant melanoma.

Her projects require multiple interdisciplinary skills, along with the independent, dynamic, and novel strategic approach that is the hallmark of her research. She was recently named to an "excellent young scientists" group chosen by the American and Israeli National Academy.



PROFESSOR THALMA LOBEL

Thalma Lobel is a professor of Psychology at the School of Psychological Sciences at Tel Aviv University, and the director of the Adler Center for Research in Developmental Psychology and Psychopathology. Her research focuses on gender differences and gender roles, and on "embodied cognition."

A sensation in its own right, her bestseller *Sensation: The New Science of Physical Intelligence* was released by Atria Books/Simon & Schuster in the United States in April 2014, and is being released in Australia, China, Denmark, Germany, Holland, Italy, Israel, Japan, Korea, Russia, Thailand, and the United Kingdom.

She has been published in prestigious journals including the *Journal of Personality and Social Psychology*, *Developmental Psychology*, and *Evolution and Human Behavior*.

Prof. Lobel served as Chair of the Psychology Department, member of the Executive Board, and Dean of Students at Tel Aviv University. She has also been a visiting professor at Harvard, and a visiting scholar at Tufts University, University of California, San Diego, and New York University.



PROFESSOR YOSSI MATIAS

Yossi Matias is Vice President of Engineering for Google Search. He is also the managing director of Google's R&D Center in Israel, with overall responsibility for Google research, development, and technology innovation in Israel. Under his leadership, the center has developed technologies in the areas of Search, Data Analytics, Gmail, YouTube, and Internet scale infrastructure, as well as pioneered an initiative to bring heritage collections online, such as the Yad Vashem photo archive and the Digital Dead Sea Scrolls.

Prof. Matias is also on the Computer Sciences faculty of Tel Aviv University, currently on leave, and was formerly a research scientist at Bell Laboratories and a visiting professor at Stanford. He earned his Ph.D. (with distinction) from Tel Aviv University and his M.Sc. (with excellence) from the Weizmann Institute of Science. Previously he served in the Israeli IDF as an Israeli Air Force pilot.

Matias joined Google in 2006 to establish the Tel Aviv R&D Center. Subsequently, he merged the Tel Aviv and Haifa centers into a single strategic Israeli R&D center, which is part of Google's global engineering organization. He is also the executive lead for Google's university research program across Europe, Middle East, and Africa (EMEA), and was responsible for technology innovation in YouTube and Data Analytics across EMEA. He is the executive lead and founder of Google's Campus Tel Aviv.

He has authored over 100 scientific and technological research papers and is the inventor of over 25 patents in the areas of data analytics, algorithms for massive data sets (aka Big Data), data streams and synopses, parallel algorithms and systems, data compression, data and information management systems, security and privacy, video processing, and internet technologies. He pioneered some of the early technologies for Internet privacy, contextual search, and the effective analysis of Big Data.

Matias has been extensively involved over the years in the high tech industry in leadership roles as an entrepreneur and executive, in the areas of search technologies, Internet privacy, database technologies, and business intelligence. At Bell Labs, he founded the Lucent Personalized Web Assistant project (1996), developing one of the early internet privacy and anti-spam technologies (sold by Lucent to a

CMGI company); he was co-founder and CEO of Zapper Technologies (1999), pioneering advanced contextual and personalized search technologies; and he was the CTO and Chief Scientist of Hyperroll, leading the technology strategy of its high performance Big Data analytics solution for BI (acquired by Oracle).



PROFESSOR DAVID MENDLOVIC

Prof. David Mendlovic is a full professor of electro-optics at Tel Aviv University. He is the author of more than 200 technical articles, three book chapters, and is the holder of more than 30 patents, all of them

commercialized.

He founded and served as CEO at several successful opto-electronics start up companies, among them Civcom Inc., which was acquired by Padtec S/A of Brazil, and Eyesquad, which was acquired by Tessera Inc. (NASDAQ symbol: TSRA). Recently, Prof. Mendlovic founded Corephotonics, a new start up that deals with the creation of advanced compact camera technologies.

He is the 1998 winner of the ICO (International Commission of Optics) Award in recognition of his contribution to the optical signal processing area. From January 2008 until September 2010, Prof. Mendlovic was the Chief Scientist of the Israeli Ministry of Science. At present, he serves as the Chairman of TAU's Industrial Affiliates Program and Vice Dean for Research of the Faculty of Engineering. He also spearheaded the planned Tel Aviv University Center for Entrepreneurship and Innovation.

He received his B.Sc. and Ph.D. degrees in Electrical Engineering from TAU, and was a MINERVA postdoctoral fellow at Erlangen University in Germany.



DR. ARIE NESHER

Professional Director of TAU's Porter School of Environmental Studies, Dr. Neshier is an architect and city planner. In his architectural practice in Israel and the United States, his projects included design of public facilities, commercial and office space, residential development, and industrial parks. He has taught courses on Green Building, environmental planning, and urban renewal.

A founding director of the Porter School of Environmental Studies, Tel Aviv University's interdisciplinary graduate school established in 2000, Dr. Neshier initiated and coordinated the construction of "the greenest building in Israel" — the Porter School Building on the TAU campus. It was awarded LEED Platinum status by the U.S. Green Building Council, one of only 17 buildings in the world to score higher than 90 points in the top-designated Platinum category. He initiated the Environmental Education Project on Green Architecture and Urban Sustainability for the Tel Aviv municipality. He established an Institute for Business and Environment with the Faculty of Management at Tel Aviv University, focusing on the collaboration of industry, academia, and government in relation to green building innovation and sustainability.

He served as the Chief Architect of the National Project Renewal for the State of Israel and the Jewish Agency, with responsibility for physical and social rehabilitation of 90 neighborhoods throughout Israel. He was consultant to the Mayor's office in Tel Aviv for urban development and rehabilitation. He also served as the Chief Architect of the Israel Ministry of Housing and Construction during the period of massive immigration to Israel from the former Soviet Union.

He received his B.Arch. from the Pratt Institute, and M.Arch., M.C.P (City Planning), and Ph.D. in City and Regional Planning from the University of Pennsylvania.



SHLOMO NIMRODI

Chief Executive Officer
Ramot
Tel Aviv University

Appointed CEO of Ramot — the technology transfer company at Tel Aviv University — in 2012, Shlomo Nimrodi has been expanding markets for technological innovation for more than 20 years, successfully turning local and international technology companies into profitable businesses.

The firms he has led include Epana Networks, a \$200+ million communications and financial services company; Raytel Cardiac Services, a leader in the remote monitoring of cardiac services; Nexus Data, an AMR frontrunner; Vizrt, an international leader in broadcast graphics in broadcast graphics; and as CFO and COO, Indigo, the market leader in digital printing technology.

Mr. Nimrodi holds an M.A. and M.B.A. with honors from the Hebrew University of Jerusalem, and completed the Advanced Management Program (AMP156) at Harvard Business School.



PROFESSOR DANIEL OFFEN

An internationally renowned neuroscientist, Prof. Offen is an Associate Professor at TAU's Department of Human Genetics and Biochemistry, and is Head of the Laboratory for Neuroscience at the Felsenstein Medical Research Centre, Sackler School of Medicine.

Prof. Offen is a co-founder of BrainStorm Cell Therapeutics, a biotechnology company developing autologous stem cell therapies for ALS and currently conducting a Phase II clinical trial in the U.S. He has published over 150 original scientific papers on neurodegenerative diseases and is co-inventor of over a dozen patents, including those on which BrainStorm's pioneering technology is based.

Prof. Offen has received several awards and grants, including the Tel Aviv University Prize for Applicative Research (2013) and the National Network of Excellence in Neuroscience Research Project Award (TEVA, 2014). He earned his Ph.D. in molecular biology at the Weizmann Institute of Science and pursued his post-doctoral studies at the Albert Einstein College of Medicine in New York.



PROFESSOR DINA PORAT

Prof. Porat, the chief historian of Yad-Vashem, is head of the Kantor Center for the Study of Contemporary European Jewry and is the incumbent of the Alfred P. Slaner Chair for the Study of Racism and Anti-Semitism

at Tel Aviv University.

Formerly at TAU, she served as head of the Chaim Rosenberg School for Jewish Studies (2004-2008), of the Department of Jewish History (2000-2003), of The Project for the Study of Anti-Semitism (1992-1998), and of the Stephen Roth Institute for the Study of Contemporary Anti-Semitism and Racism (1998-2010).

Prof. Porat was included in *The Marker* magazine's 2013 list of "Fifty Sharpest Minds of Israeli Academia." She was awarded TAU's Faculty of Humanities best teacher for 2004 and the Raoul Wallenberg Medal in 2012.

She has been a member of the Israeli Foreign Ministry delegation to four U.N. World Conferences, and from 2005–2010 was an academic advisor to the Task Force for International Cooperation on Holocaust Education, Remembrance and Research, consisting of 27 countries.

Prof. Porat was a Fellow-Member of the Institute for Advanced Studies at Hebrew University (1985), the Center for Israel and Jewish Studies in Columbia University (1987/8), the Yad-Vashem Researchers Seminar (1995/6), a Visiting Professor at Harvard University (Fall 1999), a Visiting Scholar at NYU (Winter 2004) and at the Memorial de la Shoah, Paris (October 2007), and she taught at Venice International University (Fall 2008).

Published in Hebrew, English, and several other languages — she speaks Yiddish, Spanish, Hebrew, English, French, and German — she is an award-winning author and editor. Her *The Fall of a Sparrow*, *The Life and Times of Abba Kovner* won a 2009 National Jewish Book Award. She is the author of over 80 articles on various aspects of the Holocaust and Anti-Semitism, and the editor of a number of publications.

Born in Argentina, Prof. Porat made *aliya* at a very early age, served in the military in The Nahal, and is married and has three sons.



PROFESSOR UZI RABI is the director of the Moshe Dayan Center for Middle Eastern and African Studies, one of the top-rated think tanks in the region. He is regularly invited by the Israeli Knesset to deliver updates and briefs on current developments in the Middle East.

At Tel Aviv University, he is chair of the Department of Middle Eastern and African History and is a senior researcher in the Center for Iranian Studies.

His fields of specialization include: the modern history of states and societies in the Persian Gulf; state building in the Middle East; oil and politics in the Middle East; Iranian-Arab relations; and Sunni-Shi'i tensions.

The author of numerous publications, academic articles, and book reviews, his most recent book is the edited volume titled, *International Intervention in Local Conflicts* (I.B. Tauris 2010). His current book projects include: *Yemen: The Anatomy of a Failed State*, and *Iran, Israel and the Arabs: The Changing Face of the 21st Century Middle East*.



DR. ROEY TZEZANA

Dr. Roey Tzezana has a Ph.D. in Nanotechnology from the Technion, and is a Futures researcher in the Yuval Ne'eman Workshop for Science, Technology & Security at Tel Aviv University. He is the chief scientist at Tela Labs — laboratories for public and social innovation and entrepreneurship. His research deals mainly with analysis of emerging and disruptive technologies, forecasting their impact on the society and the individual. His studies been conducted in collaboration and for private companies, government ministries, the Israeli police force, and the European Union.

Dr. Tzezana is a graduate of the Singularity University's Executives course. He's the academic director of several courses about the future at the Hebrew University, Technion, and private organizations. He's a columnist for the *Technion Magazine* and is the main writer and editor of the blog "Mada Acher." He's often interviewed on TV and radio about the future and emerging technologies.

His book *Guide to the Future* was recently published in a crowdfunding project that garnered substantial success. It has become a bestseller, been published in three editions, and is currently being translated into other languages.



DR. YOSSI YOVEL

Dr. Yovel is Head of the Neuroecology Laboratory in TAU's Department of Zoology. He joined the university in 2011 as a specialist in neuroecology — a field that bridges neuroscience and ecology.

His lab investigates active sensing and sensory perception of bats, looking into what can be learned from evolutionary engineering, and how bat-inspired sonar can be used in robot cognition. To monitor the bats, he developed the world's smallest GPS device that can be mounted on the bats to track their position. It also includes an ultrasonic microphone to record their sonar and communication activity.

He is interested in a wide range of fundamental behaviors including long and short-range navigation, social networks and collective behavior, sensory decision making, inter-sensory integration, and vocal communication, as well as bio-sonar and bio-inspired robotics.

Dr. Yovel received both his undergraduate and master's degrees at TAU before completing his Ph.D. at Tuebingen University, Germany. He was a post-doctoral fellow at the Department of Physics at the University of Chicago in the U.S., as well as at the Department of Neurobiology at the Weizmann Institute of Science in Israel.



LANA ZAHER

Lana was born and raised in Nazareth, where she now works for Al-Arz Tahini, her mother's company in the food industry, specializing in export and international business development.

In addition to her work, Lana is passionate about transforming Arab society in Israel and volunteers for several organizations promoting education, technology, and strengthening the position of women in the workforce.

Recently she began taking a very active role at Masira Foundation, the first philanthropy group in Israeli-Arab society. Julia, Lana's mother, is the chairperson of the group.

Lana did her E.M.B.A. at Kellogg-Recanati Tel Aviv, and has a degree in international relations from the Hebrew University of Jerusalem. In her spare time she enjoys reading and traveling.



PROFESSOR MOSHE ZVIRAN

Moshe Zviran is a Professor of Information Systems at the Recanati Business School and serves as the Dean of the Faculty of Management. He is the incumbent of the Isaac Gilinsky Chair of Entrepreneurship,

Technology, Innovation and Management and also serves as the academic director of the Eli Hurvitz Institute for Strategic Management.

His research interests include entrepreneurship and innovation, information and cyber security, and information systems planning and policy. Prof. Zviran has published numerous articles in leading academic journals and authored two books on information systems. He is also a consultant for leading organizations in Israel and serves as a board member for several companies and organizations.

He received his B.Sc. degree in mathematics and computer science, and M.Sc. and Ph.D. degrees in information systems, all from Tel Aviv University. He has held academic positions at the Naval Postgraduate School, California; the Claremont Graduate University, California; and Ben-Gurion University, Israel.