

A dark blue banner with a background of the American flag on the left and the Israeli flag on the right. The text is white and centered.

**Merage Institute**  
US-Israel Innovation Bridge  
Executive Leadership Program

**2013**

**January 6 – January 18**

## Welcome from the Merage Institute CEO and Executive Director

Dear Participants,

I would like to welcome you to the US-Israel Innovation Bridge Executive Leadership Program for the Israeli executives.. Over the past years we have had the privilege and honor of sharing this program with more than 320 Israeli executives who have become Merage fellows.

For me and my family this has been a wonderful and rewarding experience. We have met some of Israel's best and brightest and have established warm friendships with many. But the most rewarding to us has been the response we have received from the executives who have, in many cases, found the two weeks they have spent here "a life changing experience."

We have now further enhanced this program based on comments and observation of the previous fellows. It has been carefully and painstakingly constructed to provide you with real life, practical tools to enhance your strategic understanding of the American market.

I am personally looking forward to meeting you in the coming weeks and welcoming you to the program and to our home.

Paul Merage



CEO and Executive Director  
Merage Institute

Dear Participant:

On behalf of Katherine, Paul, and Lilly Merage I am pleased to send you the schedule for the Merage Institute's Business Leadership Training Program, which will take place **Jan. 6 through Jan 18, 2013** in Irvine, California.

The faculty is amongst the best in the United States. You will train with top business school professors, respected CEOs, and leading practitioners. You will also have the opportunity to learn from business experiences of community leaders over evening dinners.

You will find all the pre-reading material and other useful information at the Merage Institute's Website: [www.merageinstitute.org](http://www.merageinstitute.org). We have planned some leisure activities for you, but your schedule will be intense during both weeks. The schedule below is divided into carefully integrated modules ranging from general marketing to business development principles and strategies applicable to the US market. All sessions will take place at the Fairmont Hotel conference room. Evenings will be informal. Dinners will be generally hosted in private homes, and will be followed by discussions with top leaders in the community.

Throughout the program you will be staying at the **Hyatt Regency Irvine** 17900 Jamboree Road, Irvine, CA 92614 **Phone:** (949) 975-1234. Please be sure to arrive in time for an informal gathering and dinner being held on Sunday evening, **Jan. 6** at 18:30, where we will meet in the lobby of the hotel.

All daytime sessions will be held at Fairmont Hotel. Dress for days and evenings will be informal or casual. Pack work-out clothes if you desire to exercise. It could get cool, particularly at night, so bring a light jacket or sweater. Please let us know in advance if you require special dietary meals. Breakfast during the week will be at 7am in a separate room set up for us. Morning sessions will start promptly at 8am. *Most evenings we will meet directly outside the hotel.* Vans will pick us up and take us to dinner and evening sessions. Pick up times will be promptly at 6:30 p.m.

If you have any further questions about the program, please feel free to contact us: Yishay Aizik ([yaizik@merageinstitute.org](mailto:yaizik@merageinstitute.org)) Israel: 03-7229878 California: 949-7017576 or Kristie Eidlhuber ([KEidlhuber@merageinstitute.org](mailto:KEidlhuber@merageinstitute.org)).

We look forward to your visit.

Sincerely,

Yishay Aizik,  
Director Merage Institute,  
*US-Israel Innovation Bridge*

**Week One: Jan. 6 - 12**

	<b>Morning</b>	<b>Afterpm</b>	<b>Evening</b>
<b>Sun 6</b>	Arriving to Irvine checking in at the Hyatt Hotel		<b>18:30</b> Welcome Dinner at <b>cooking class at Hyatt + dinner</b> with Paul Merage and Faculty
	Breakfast: HOTEL		Lunch: HOTEL
<b>Mon 7</b>	<b>8:00-12:00</b> <b>Marketing</b> Imran Currim	<b>13:00-17:00</b> <b>Marketing</b> - continued Imran Currim	<b>19:00</b> Dinner hosted by Welcome Dinner hosted by <b>Paul and Lilly Merage</b> Presentation: <b>Paul Merage</b>
	Breakfast: HOTEL		Lunch: HOTEL
<b>Tues 8</b>	<b>8:00-12:00</b> <b>Marketing</b> - continued Imran Currim	<b>13:00-17:00</b> <b>Presentation Skills &amp; Elevator Pitch</b> Joel Calvo	<b>19:00</b> Dinner hosted by <b>Liz Merage</b> Presentation: <b>OC Sheriff Sandra Hutchens</b>
	Breakfast: HOTEL		Lunch: HOTEL
<b>Wed 9</b>	<b>8:00-12:00</b> <b>Critical Thinking &amp; Decision Making</b> <b>Thomas Eppel</b>	<b>12:20-1240</b> BIRD Foundation	<b>13:00-17:00</b> <b>Business Strategy</b> – continued Margarethe F. Wiersema
	Breakfast: HOTEL		<b>19:00</b> <b>Presentation Skills &amp; Elevator Pitch</b> – continued Joel Calvo
<b>Thurs 10</b>	<b>8:00-12:00</b> <b>Business Strategy</b> continued Margarethe F. Wiersema	<b>13:00-17:00</b> <b>Business Strategy</b> Margarethe F. Wiersema	<b>19:00</b> Dinner hosted by <b>Sue &amp; Ralph Stern</b> Presentation:
	Breakfast: HOTEL		Lunch: HOTEL
<b>Fri 11</b>	<b>8:00-12:00 pm</b> <b>Strategic networking</b> Bruce Money/	<b>13:00-17:00</b> <b>Strategic networking</b>	<b>19:00</b> <b>University Synagogue</b>
<b>Sat 12</b>	<i>Rest or free time for shopping/sightseeing/ exercise</i>		<b>15:00 – 20:00</b> <i>Beach Party hosted by</i> <i>Eyal and Yael Aronoff</i> Presentation: <b>Eyal Aronoff</b>

**Week Two: Jan. 13 – 18**

	<b>Morning</b>	<b>Afternoon</b>	<b>Evening</b>	
<b>Sun 13</b>	<b>9:30 – 10:30</b>	<i>Rest or free time for shopping/sightseeing/ exercise</i>	<b>16:00-21:00</b>	
Breakfast: HOTEL		Lunch: HOTEL		
<b>Mon 14</b>	<b>8:00-12:00</b> <b>Negotiation</b> Lisa Barron	<b>13:00-17:00</b> <b>Negotiation</b> - continued Lisa Barron	<b>19:00</b> Dinner hosted by <b>Lilach &amp; Arik Vrobel</b> Presentation:	
Breakfast: HOTEL		Lunch: HOTEL		
<b>Tues 15</b>	<b>8:00-12:00</b> Overview of US Procurement Law (including ethics) <b>Fred Levy &amp; Garry Grossman</b>	<b>13:00-17:00</b> Special Concerns for Israeli Companies Selling to the US Government (including IP, Tech Transfer & US Export Controls) PCI Instructor- <b>Ira Hoffman</b>	<b>19:00</b> Dinner hosted by <b>Katherine Merage</b> Presentation: <b>Secretary Michael Chertoff</b>	
Breakfast: HOTEL		Lunch: LAX		
<b>Wed 16</b>	<b>8:00-10:00</b> Field Trip to LA Metro Securing Transportation Hubs	<b>13:00-18:00</b> Field trip to LAX Securing Transportation Hubs	<b>19:00</b> Dinner hosted by <b>Katherine Kahen BH</b> Presentation:	
Breakfast: HOTEL		Lunch: HOTEL		
<b>Thurs 17</b>	<b>8:00-12:00</b> Doing Business in the Cyber security arenas (including DoD and Intelligence Community) PCI Moderator- Ira Hoffman Government Official Dan Weinfeld, Deputy General Counsel, Israeli MOD Mission to the U.S. Industry Representative: David Drabkin, Director of Acquisition Policy, Northrop Grumman; Gordon Kesting, VP for HLS Solutions Business	<b>11:00-14:00</b> Panel: How to Do Business with Homeland Security Customers (including DHS, TSA, Coast Guard, Customs & Border Protection, FEMA, and State and local HLS agencies) PCI Moderator-Fred Levy <b>Government Official:</b> Dr. Nick Nayak, <b>Chief Procurement Officer of DHS</b> William Randolph, <b>Acquisition Management Officer, U.S. Immigration &amp; Customs Enforcement (ICE)</b> Claire M. Grady, <b>Head of Contracting Activity, U.S. Coast Guard</b> Jose Arrieta, <b>Procurement Ombudsman</b>	<b>14:00-18:00</b> <b>Branding</b> Sasha Strauss	<b>19:00</b> Graduation and Farewell Dinner hosted by <b>Katherine Merage, Paul Lilly Merage</b> the Ritz Restaurant <b>Col. Izik Elimelech MOD R&amp;D Attaché , Embassy of Israel DC</b>
Breakfast: HOTEL		Lunch to go		
<b>Fri 18</b>	<b>8:00-11:30</b> <b>Alan Sellers - Leadership</b>	<b>12:30-17:00</b> <b>Long Beach Port Authority Tour with invited speakers</b>	<b>19.00 – 22:00</b>  <b>Molly and Israel LB</b>  - THE END -	

## Module Details

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### **MODULE: Marketing, Sales and Distribution**

Dr. Imran Currim

<http://web.gsm.uci.edu/~currim/>

Monday, January 7: 8:00-12:00 and 1:00-5:00

Tuesday, January 8; 8:00-12:00

### **Marketing Strategy**

This module will help Israeli business people understand and develop alternative marketing strategies for U.S. markets. We will focus on organic growth, when companies grow through existing or new products or services in existing or new markets. Discussions will cover securing new markets through expanding geographically and targeting new segments (or customers). Learning is facilitated through a combination of readings, case discussions, and an assignment.

### **Text, Articles, and Cases**

1. An Export Marketing Plan for Small Companies, *International Trade FORUM*, 2, 1995.
2. Strategic Market Management, by David A. Aaker (Dec 30, 2009).
3. "What High Tech Managers Need to Know About Brands," *Harvard Business Review*, July August 1999.

\*4. Biopure, *Harvard Business School Case* 9-598-150.

\*5. Siemens CerberusEco in China: Introducing Low-frills Products in a High-quality Company, European School of Management and Technology Case ESMT-311-0123-8

\*I hope you can read items 4 and 5 before my Monday-Tuesday session and briefly write your thoughts on each of the questions on the case (see below). This is important for the group discussion. Items 3, 4, and 5 can be ordered from [www.hbsp.com](http://www.hbsp.com) (Harvard Business School Publishing).

While it is preferable that other items are read before the two-day session, it is not necessary. However I recommend these items (particularly item 2) be read after you return to Israel. You may be able to find Item 2 (a paperback) in Israel at a lower price. Alternatively it can be ordered from [www.amazon.com](http://www.amazon.com) although they may take some time to ship your order. Our discussion will focus on how the concepts in the book are being used, have been used, and can be used in specific company settings.

## **Monday, January 7**

**8.00 – 12.00 Introduction, Alternative Growth Strategies, Honda Motor Car Company**

**1.00 – 2.30 Biopure**

1. How do you assess Biopure's potential in the human market? The animal market?
2. What are the biggest obstacles to Biopure's success in the human market? The animal market?
3. How might Oxyglobin be a threat to Hemopure? How might it be an asset to Hemopure?
4. What should Biopure do regarding the commercial release of Oxyglobin? If they release, what price should they set? How should it be distributed?

**2.45 -5.00 Siemens CerberusEco**

1. What general options does Siemens have to fight emerging low-cost rivals for fire safety and security in China?
2. How would you assess Carsten Liesener's plan for China?

## **Tuesday, January 8**

**8.00 – 12.00 Customization of Marketing Strategies and Group Discussion**

8:00 – 8:15 We will make a list of Israeli products or services for export. The participants will be divided into groups. Each group will select a product or service offered by a group member firm for export.

8:15 – 10:00 Dr. Currim will lead a brainstorming session on key questions and methodology for development of export plan

10:00 – 11:00 Group Develops Marketing Strategy for Israeli Exports to the U.S.

Each group will come up with:

(a) key questions to be answered in order to judge the export potential of the product or service, to be summarized on 1-2 transparencies, and

(b) an outline of a process or methodology for answering the key questions, to be summarized on 1-2 transparencies.

11:15 – 12:00 Group Presentations and Discussion

Each group will present the output of the 9.45-10.45 sessions, followed by a discussion on how the questions and methodology can be enhanced (15-20 minutes per group).

## **MODULE: Presentation Skills and Elevator Pitch**

Joel Calvo

### **Module Description:**

Creating Your Elevator Pitch:

An elevator speech is an elevator statement that is indispensable tool for promoting you and your business. It is as essential as your business card. What is an elevator speech? Simply put, it is a concise, carefully planned, and well-practiced description about you and your company that your mother should be able to understand in the time it would take to ride up an elevator. In this session you will learn to write and present your personalized Elevator Speech.

## **MODULE: Business Strategy**

Margarethe F. Wiersema

### **Module Description:**

The business strategy module is designed to help managers build capabilities for strategic analysis and decision-making. The goal is to broaden your perspective and develop strategic thinking capabilities to make your organization more competitive.

The approach of the course is practical and problem-oriented. It distills and applies the latest strategic insights and approaches to assessing competition in an industry and evaluating competitive strategy. Frameworks will be introduced by which to assess a firm's resources and how to leverage those resources to form the basis for a sustainable competitive advantage in the marketplace. By applying these strategic concepts and frameworks to your own company and industry, you will gain a strategic understanding of the challenges and opportunities your organization faces. This module will provide you with the knowledge to improve decision making in a competitive and dynamic environment.

### **Wednesday, January 9<sup>th</sup> 1:00 – 5:00**

#### **The Concept of Strategy**

Provide introduction to Strategy Module. Introduce participants to key strategic concepts and frameworks. Foster strategic level awareness that forces participants to go beyond specific operational issues. Discuss what defines a strategy and the process of formulating a company strategy. Introduce the business model concept and business model analysis to make explicit the key assumptions underlying a firm's profit-making logic. Analyze and understand the value propositions behind the firm's business model.

#### **Readings:**

Johnson, M.W., Christensen, C.M., & Kagermann, H. (2008) "Reinventing Your Business Model." *Harvard Business Review*, Reprint # R0812C

Eisenmann, T. Business Model Analysis for Entrepreneurs. *Harvard Business School*, 9-812-096.



Individual Exercise: Assessing your company strategically and identifying the assumptions in your business model

**Thursday, January 10<sup>th</sup> 9:00 – 12:00**

**Industry Structure Analysis**

Gain a clearer understanding of how to assess key forces in the marketplace and competitive behavior. Introduce participants to strategic concepts used to analyze the competitive environment. Foster strategic understanding of competitive behavior and the key forces driving evolution of the marketplace. Utilize various industry examples to highlight how competitive forces influence firm strategic behavior. By understanding the forces driving competition in the industry, a strategic perspective can be gained on what drives competitive behavior.

Readings:

Porter, Michael (2008). "The Five Competitive Forces that Shape Strategy." *Harvard Business Review*

Group Exercise: Analyze the competitive forces impacting a specific industry

**Thursday, January 10<sup>th</sup> 1:00 – 5:00**

**Analyzing Resources and Capabilities**

Introduce participants to a resource-based perspective for analyzing the strategic capabilities of an organization. We shall discuss how to identify and appraise the resources and capabilities of an organization and in so doing will build the foundations for analyzing the basis for competitive advantage. By evaluating the potential of a firm's resources and capabilities, we can assess the basis for the development of a sustainable competitive advantage.

Readings:

Robert Grant (2010). Contemporary Strategy Analysis, 7<sup>th</sup> edition. Chapter 5: Analyzing Resources and Capabilities

Prahalad, C.K. and Hamel, G. (1990) "The Core Competence of the Corporation", *Harvard Business Review*

Group Exercise: Analyze the resources and competences within your organization

## **MODULE: Strategic Networking**

Bruce Money

### **Module Description:**

This module focuses on networking in a strategic sense; that is, how to form and utilize connections with people for successful entry and growth. As the saying goes, it's not *what* you know, it's *who* you know. When it comes to networks, it's sometimes *how* you know them as well. In the vast market of the U.S., learning the strategic aspects of forming the right kinds of relationships is important to success of Israeli ventures in America. Through case studies, simulations, and other examples, we review and explore the frameworks that govern how action-oriented networks are formed and maintained. Participants will analyze various types of networks and their relevance to Israelis (e.g., product- or service-oriented, community, Jewish leaders, professional, etc.). You will also identify and discuss strategies relevant to Israeli business operating in U.S. regarding creating and sustaining networks. Learning how networks operate demonstrates that, as in many areas of business, advantage may not go to the one with the most resources, but rather to the one who knows what's going on.

A few pre-readings and a case for this course will be sent to you by the Merage Foundation. Dr. Money will give you other articles at the seminar.

### **Pre-Readings (*Please read before the module begins.*)**

"How Leaders Create and Use Networks," by H. Ibarra and M. Hunter, *Harvard Business Review*, January 2007.

"A Blueprint for Constructing a Personal and Professional Network," by T. Krattenmaker, *Harvard Management Communication Newsletter*, April 2002, Harvard Business School Publishing.

"Heidi Roizen," Harvard Business School Case 9-800-228, by Nicole Tempest, 2000, Harvard Business School Publishing. This is a case study about a successful venture capitalist in Silicon Valley who is a very active networker

*Please read through the case and prepare to discuss the following questions:*

1. What are the strengths of Roizen's network as we see it at the end of the case. The weaknesses?
2. What specific steps did Roizen take to develop her network? To maintain it?
3. What strategic lessons can you apply from Roizen's experience to your own networking efforts for marketing, financing and other help?

### **Seminar Outline**

8:00-12:00      The Nature of Networking Concepts

- The "small world" phenomenon
- Networking vocabulary
- Strong vs. weak ties
- The power of "structural ho

Networking Tools

- Types of networks

- Building and managing your network
- Currencies of network exchange (the right kind of reciprocity)
- Avoiding the “top dog” syndrome

#### Networking Vehicles

- Wider-scope networks (community, government, etc.)
- Cross-cultural networking considerations
- Specific networking help for Israeli companies in the U.S.
- Strategic blogging

1:00-4:30

#### Putting Networks to Work for Your Business

- Industry examples of how networks have assisted businesses in U.S.
- Harvard and other case study examples from Israel companies
- Hypothetical mini-cases for networking strategies in various business stages of start-up, growth, etc.

#### Presenting Your Own Strategic Networking Plan

Based on course learning tools, participants will formulate and present briefly (seven minutes or so) a strategic networking plan for preferably an actual business for a specific business need or situation (marketing, capital, etc.).

Questions to be considered include:

1. Who are the types of people you eventually need to contact?
2. Through what strategic network will you contact them?
3. What will you specifically do to make contact and follow up?

As a class we will listen to the plans, provide feedback, etc.

#### Other Readings

*Business Press/Newspaper Articles* (to be distributed in class)

“The Power of Networks,” special issue of *Forbes*, May 7, 2007 (selected articles)

“How to Network—And Enjoy It,” *Fortune*, April 4, 2005

“Passengers Are Cleared to Network about the Cabin,” *New York Times*, September 14, 2004.

“The Fine Art of Following Up,” *Business Week*, October 21, 2002.

“Bridging the Gap,” *Entrepreneur*, November, 2004.

*Academic Articles* (for perusal only—to be distributed in class)

“Making Invisible Work Visible: Using Social Network Analysis to Support Strategic Collaboration,” by R. Cross, S. Borgatti, and A. Parker, *California Management Review*, Winter 2002.

“Explorations of National Culture and Word-of-Mouth Referral Behavior in the Purchase of Industrial Services in the United States and Japan,” by B. Money, M. Gilly and J. Graham, *Journal of Marketing*, October 1998.

*Other Harvard/Stanford Readings* (Recommended for further reading—can be ordered online from HBS Publishing website, [www.hbsp.com](http://www.hbsp.com))

“Discovery Skill #4: Networking-How Interacting with People Outside Your Social and Professional Spheres Can Jump-Start Innovation” by Jeffrey H. Dyer, Hal B. Gregersen, Clayton M. Christensen, 2011, in *The Innovator’s DNA*, Harvard Business School Publishing.

“A Note on Social Networks and Network Structure” by Jeffrey Pfeffer, 2008, Stanford Business School, available from Harvard Business School Publishing.

“How to Build Your Network” by Brian Uzzi and Shannon Dunlap, *Harvard Business Review*, December 2005, Harvard Business School Publishing.

“Are You Ready to Get Serious About Networking?” by S. Parker, *Harvard Management Communication Newsletter*, February 2003, Harvard Business School Publishing.

“The Science of Networking,” by L. Gary, *Harvard Management Update*, January 2004, Harvard Business School Publishing.

“Note on Industry Peer Networks,” by S. Sgourev, 2002, Stanford Business School, available from Harvard Business School Publishing.

“Can a Shy Person Learn to Network?” by H. Ibarra, *Harvard Management Update*, September 1996, Harvard Business School Publishing.

*Books on Networking* (Recommended for further reading—can be ordered online at [www.amazon.com](http://www.amazon.com) or from other booksellers)

*The Hidden Power of Social Networks*, by R. Cross and A. Parker, 2004, Harvard Business School Press, ISBN: 159139270.

*Power Networking*, 2nd Edition, by D. Fisher, S. Vilas, 2000, Bard Press, ISBN: 1885167474.

*Hidden Assets: Harnessing the Power of Informal Networks*, by C. Ehin, 2004, Springer-Verlag Telos, ISBN: 1402080816.

## **MODULE: Negotiations**

Lisa A. Barron, Ph.D., MBA

### **Module Description:**

The purpose of this module is to provide opportunities for participants to develop their negotiating abilities for use in organizational and other settings. The module is premised on the assumption that negotiating concepts are best learned through practice grounded in rigorous analysis and reflection. Theoretical principles and concepts from various reference disciplines (such as social psychology, sociology, and economics) will be presented through lectures and readings, with the focus primarily on improving practical skills through participation in simulations. Participants will not only learn to enhance their individual abilities in dyadic and group situations, but also to analyze contexts for the most effective application of these skills.

### **Negotiation Curriculum:**

1. What is negotiation?
2. What is a negotiation issue?
3. Distributive vs. Integrative Negotiations
4. Interests and Positions

- explanation
- exercises (these will involve generic situations)
- wide application of interest and position concepts

5. Additional negotiation concepts

Negotiation Issues

BATNA

Target

Reservation price

6. How to prepare - introduction to the prep sheet

7. Negotiation simulation

- prepare in dyads
- negotiate in dyads (privately)
- group debrief

8. "Informal" negotiations – how to use concepts in situations that don't necessarily present as negotiations

9. Advanced techniques for multiple-issue negotiations

10. Questions, review, wrap-up

**MODULE: Overview of US Procurement Law**

Speakers: Fred Geldon & Garry Grossman

The U.S. Government has long been the largest consumer of goods and services in the world, but had not made Homeland Security ("HLS") a high priority until after 9/11. Israel, in contrast, has been forced to defend against terrorism since before it became a State. Since 9/11, then, Israeli companies with HLS experience and expertise have tried to gain access to the rapidly expanded U.S. HLS market, but with only modest success. Accordingly, the purpose of this session is to enable the attendees to gain a better understanding of the fundamentals of U.S. Government procurement. Within that broad topic, special attention will be paid to ethics, subcontracting, cybersecurity and intellectual property issues, including tech transfer.

**MODULE: Special Concerns for Israeli Companies Selling to the US Government**

Speaker: Ira Hoffman

Most of the rules affecting U.S. Government contractors also apply to non-U.S. contractors, such as Israeli companies. But there are also special laws, regulations and policies that apply only to non-U.S. entities. The purpose of this session, then, is to enable the attendees to understand the special rules that apply to Israeli companies seeking to enter, or to grow sales

in, the U.S. HLS and cybersecurity markets. Topics that will be covered include "buy national" laws, such as the Buy American Act; Foreign Military Funding; and U.S. export controls affecting disclosure of technology to non-U.S. persons.

**MODULE: Branding**

Sasha Strauss

**Module Description:**

A rich introduction to all things branding — from naming and brand architecture to visual design and brand extension. We'll look at why brands matter, who they matter to, how you can build them into your marketing, advertising and public relations strategies. A great start for professional communicators or those simply interested in brand strategy.

## Professors and Presenters

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### **Raymond O. Aghaian**

Partner, McKenna, Long & Aldridge, LLP (Los Angeles, CA)

[raghaian@mckennalong.com](mailto:raghaian@mckennalong.com)

Ray Aghaian is a partner in the Los Angeles office of McKenna Long & Aldridge where he focuses his practice on white collar criminal defense and complex civil litigation.

Ray Aghaian is an experienced trial lawyer who has not lost a trial verdict submitted to a judge or jury for deliberation. Mr. Aghaian also has significant appellate experience and has briefed and argued a number of cases before the Ninth Circuit Court of Appeals.

From January 2005 to January 2012, Mr. Aghaian served as an Assistant United States Attorney with the Department of Justice in the Central District of California, where he was a member of the Cyber & Intellectual Property Crimes Section. Mr. Aghaian helped lead the Department's efforts to address an array of white collar crimes including: bribery, copyright and trademark infringement, health care fraud, theft of trade secrets, cyber intrusion, mail, wire, and bank fraud, money laundering, tax evasion, and mortgage fraud.

In the area of cyber-security, Mr. Aghaian has successfully limited the scope of review of defense contractors' computer networks from searches by the FBI and Naval Criminal Investigative Service (NCIS) to non-proprietary files and malicious code installed on computer systems resulting from cyber hacking incidents. Mr. Aghaian has also advised cyber-security firms on the application of the Price-Anderson Act in relation to the improvement and evaluation of cyber-security systems at a nuclear power plant. Additionally, Mr. Aghaian has provided counsel in the area of mandatory disclosure and notification requirements of cyber-hacking incidents.



**Lisa Barron**

**Title:** Senior Lecturer, Negotiations

**E-mail:** [lbarron@uci.edu](mailto:lbarron@uci.edu)

Dr. Lisa Barron is a faculty member of Organization and Management at The Paul Merage School of Business, University of California, Irvine. Her teaching interests focus on creativity, negotiation, communication, organizational behavior and leadership. She has taught negotiation and leadership techniques to members of large and small organizations including Microsoft, Medtronic, Ingram Micro, State Street, MicroSemi, and Boeing and to executives, career counselors, undergraduate and graduate students, academic staff and faculty. Her current coaching work focuses on helping executives and doctors become more effective leaders, communicators and problem-solvers.

Lisa's research has been published in the journals *Human Relations*, *Career Development International*, and *Journal of Management Inquiry* and has been written about or recognized in *The Boston Globe*, *The Washington Post*, *The New York Times*, *Glamour*, *The Huffington Post*, and the *Orange County Register*.

In addition, she has appeared on radio programs for WBUR, KNX, CBS and NPR. Lisa's negotiation courses and workshops focus on developing people's ability to better understand their underlying interests and negotiate effectively. Her creativity courses focus on developing people's ability to think creatively and to use that thinking to solve problems. She also coaches executives and doctors regarding development of their leadership abilities.

Lisa has taught graduate and undergraduate courses in organizational behavior and negotiation at Pepperdine University, The Claremont Graduate School and The Paul Merage School of Business at University of California, Irvine and Executive Education at UCLA and UCI. She has taught negotiation workshops at UCLA, CalTech, UCI, the Keck Graduate School and Utah State University.

Lisa has received sixteen teaching awards for her negotiation and her strategic communication courses. In addition to her academic experience, Dr. Barron has worked as an advisor to undergraduates and as a consultant and trainer at the Data Center at Stanford University. She also has experience marketing IT training programs.

Lisa is a member of the Academy of Management, the American Psychological Association, and the Association for Psychological Types. She is also a certified mediator. She has reviewed for leading journals in the fields of Management and Psychology. She received her Ph.D. in Organizational Behavior from The Anderson School at UCLA.

In addition, she has an MBA from The Anderson School at UCLA and a BA in Psychology and English from Stanford University. She loves to travel, cook (and eat), cycle, read, scuba dive, draw, paint and collect handmade earrings and folk art.





**Joel Calvo**

**Title:** Chairman and Ceo

**Email:** [joelcalvo@gmail.com](mailto:joelcalvo@gmail.com)

Joel Calvo has been a business and community leader for more than 30 years. He is an accomplished senior executive whose strategies, communication skills and financial acumen have consistently delivered a successful track record of growing company profitability and meeting diverse stakeholder interests in small privately--- held to large publicly---held organizations.

Professional highlights include the following:

- Chairman/CEO of WM Financial Services, a national broker/dealer with more than 2,000 brokers;
- Chairman/CEO of WM Advisors, a \$28 billion mutual fund complex;
- Partner of ZAAZ, a full service interactive agency: strategy, design, development, user experience, web analytics, optimization, social networking & search marketing;
- President of PNC Capital Markets, a public finance investment banking firm;
- President of PNC Investments, a multi state retail broker/dealer;
- Director of Sales and Marketing for Bank of America's Global Private Bank;
- President of Main Street Trading, an institutional and retail commodities firm;
- Led and integrated numerous business turnarounds, mergers, acquisitions and divestitures;
- Established strategic partnerships and joint ventures to grow product distribution and optimize capacity; and
- Highly effective communicator, keynote speaker and frequent guest commentator on CNBC, Bloomberg, PBS, FOX and CNN.
- Community highlights include the following:
  - Board of Director, Vancouver Economic Commission (British Columbia, Canada);
  - Board of Advisor and Executive Committee, University of California (Irvine)



**Imran Currim** is Chancellor's Professor at the University of California, Irvine, and serves the Paul Merage School of Business as Associate Dean of the Undergraduate Program. Prior to that he served as Associate Dean, Marketing & Student Relations, for the Executive MBA Programs (2010-2012). And prior to that, he served as Associate Dean of the Masters Programs (2008-2010), and Associate Dean for the Doctoral Program.

He is the recipient of two of the highest honors in marketing:

- the American Marketing Association William O'Dell Award for "the article judged to have made the most significant five year contribution to marketing theory, methodology, and practice," and
- the American Marketing Association/Houghton Mifflin Distinguished Teaching in Marketing Award, "for contributions to teaching excellence."

Professor Currim's recent papers have been finalists for:

- the 2003 American Marketing Association Paul E. Green Award for best paper published in *Journal of Marketing Research* during 2002.
- the 2004 European Marketing Academy Award for best paper published in *International Journal of Research in Marketing* during 2003.

Professor Currim received:

- Wall Street Journal's 2008 Favorite Professor in an Executive MBA Program.
- Business Week 2006 ranked his marketing course taught in the Executive MBA Program #3 in the world.

Professor Currim was recently appointed Chancellor's Professor at UCI, a title used to "recognize full Professors who have demonstrated unusual academic merit and whose continued promise for scholarly achievement makes them of exceptional value to the university." He also received one of the highest commendations awarded by the University of California Irvine Academic Senate, the Distinguished Faculty Lectureship Award.

## Research

- How customers make choices
- How competitive product and service features, marketing mix variables such as price, sales promotion, advertising, and distribution, and customer variables such as loyalty, choice set effects, and background variables, influence customer choice.
- Published articles on this topic in various journals such as the *European Journal of Operations Research*, *International Journal of Research in Marketing*, *Inquiry*, *Journal of Consumer Research*, *Journal of Marketing*, *International Journal of Internet Marketing and Advertising*, *Journal of Marketing Research*, *Management Science*, *Marketing Letters*, *Marketing Science*, and *Organizational Behavior and Human Decision Processes*. Publications are available at <http://web.merage.uci.edu/~currim/publications.htm>

- Served as Area and Associate Editor of Marketing Science, and Management Science for 13 years.
- Currently serves on the editorial boards of the Journal of Marketing Research, International Journal of Research in Marketing, Journal of Interactive Marketing, International Journal of Electronic Business, and International Journal of Internet Marketing and Advertising.

### **Consulting, Executive Training, and Teaching**

- Recognized as an international expert in the area of design and marketing of products and services, and market research.
- Consulted for companies such as Altiris, AT&T, Baxter, Dell, Elcam Medical (Israel), Inabata (U.S. and Japan), Johnson and Johnson, Los Angeles Times, Orange County Register, St. Joseph's Hospital, Twentieth Century Fox, Warner Brothers, and smaller profit and not-for-profit organizations. Conducted executive training programs at companies such as Astro Asia (Thailand), Bioscience Webster, British Petroleum, Children's Hospital of Orange County (CHOC), Conexant, First Auto Works (China), Fluor-Daniel, Ingram-Micro, Microsemi, Merage Foundation Export Program, Orange County Register, Panasonic Avionics, Shinsegae (Korea), and Triage Consulting.
- Received 22 Excellence in Teaching Awards most of which are for his teaching in the Executive and Fully Employed MBA Programs at UCI, New York University, and UCLA.

### **Education**

- PhD (Business) Stanford University
- MS (Statistics) Stanford University
- MBA University of Wisconsin
- BE (Electrical Engineering) VJTI, University of Bombay

### **Prior Academic Appointments**

- Before joining UCI in 1989 he was a member of the business school faculties of UCLA Anderson School of Management, New York University Stern School of Business, and Yale School of Organization and Management



## **COLONEL ITZHAK (IZIK) ELIMELECH**

Col. Itzhak (Izik) Elimelech is the R&D Attaché at the Embassy of Israel in Washington DC, U.S. As R&D Attaché, he is responsible for R&D as well as S&T cooperation between the United States and Israel. Col. Elimelech is also in charge of the promotion of mutual R&D agreements.

Col. Elimelech was born in Ashdod, Israel. In 1989 Col. Elimelech joined to "Givati" Brigade (Infantry), where he later on held various command assignments including platoon and company commander. Col. Elimelech took part in several combat deployments. In 1993 Col. Elimelech assigned to staff positions and for eleven years fulfilled various positions in the Ground Forces Command and was responsible for the development and fielding of weapon systems for the infantry corps.

During the years 1995-2006 Col Elimelech held various command assignments in a reserve division as Company and Battalion Commander in parallel to his staff positions.

In 2004 Col. Elimelech was assigned to the directorate of R&D in the Ministry Of Defense. For two years he held the position of head of the Anti Tank branch in the Aeronautical Division primarily dealing with advanced concept missiles. Between 2005 and 2007 Col. Elimelech was the first DAP's PEO (C4I) in the Ground Corps Command. In 2007 Colonel Elimelech assigned again to the Directorate of R&D in the Ministry Of Defense as the head the Land System Division. In this position, among other duties, Col Elimelech led the technological campaign against terror, specifically dealing with APS, Robotics Systems and IEDs.

### **Education**

1990 Bachelor of Science degree in Mechanical Engineering, Technion University Haifa, Israel.

2000 MBA in Business Management, Ben Gurion University, Israel.

2002 Graduate of the IDF Battalions Command Course.

### **Assignments**

1. 1985 – 1989, study in Technion University, Mechanical Engineering.
2. 1989 - 1993, Joined "Givati" Brigade - Various command assignments including platoon and Company Commander in the "Givati" Brigade.
4. 1993 –1995, Head of Ammunition Section, Ground Forces Command.
5. 1995 - 2000, Head of Anti-Tank Section, SPIKE's PM, Ground Forces Command.
6. 2000- 2001, Head of Planning and Budgeting Section, Ground Forces Command.
7. 2001- 2004, Head of Infantry Branch, Ground Forces Command.
8. 2004- 2005, Head of Anti Tank Branch, Aeronautical Systems Division, Israel Ministry of Defense /Directorate for Defense R&D.
9. 2005 –2007, Head of C4I Program – DAP's PEO, Ground Forces Command.
10. 2007 –2010, Head of Land Systems Division, IMOD/DDR&D.



**Thomas Eppel**

**Title:** Summer Session Instructor and Assistant Specialist

**Email:** [teppel@uci.edu](mailto:teppel@uci.edu)

**Personal Website:** <http://www.tomeppel.com>

Born and raised in Germany, Dr. Thomas Eppel came to the United States in 1984 and enrolled in the Ph.D. program of the Psychology Department at the University of Southern California.

After receiving his Ph.D. in Mathematical Psychology with an emphasis on decision analysis, Dr. Eppel joined the faculty of the Krannert Graduate School of Management at Purdue University. In 1996 he returned to California to become Vice President of Decision Insights, Inc., a consulting company specializing in decision and risk analysis.

In January 2000, Dr. Eppel joined the staff at the Graduate School of Management at the University of California Irvine as an Assistant Dean, responsible for curriculum development around the “Information Technology for Management” focus. He currently lectures at the Paul Merage School of Business, UC Irvine.

Dr. Eppel has published numerous articles, book chapters and reports in the areas of decision and risk analysis. He has been involved in consulting projects with clients such as the U.S. Department of Energy, the California Department of Health Services, EPRI, SANDIA, the Joint Research Centre (Commission of the European Communities), and others.

In addition, Dr. Eppel designed and taught several executive training seminars. He authored a textbook and developed instructional software in statistics and has been widely recognized for his outstanding teaching.

His teaching awards include the R.B. and Mary Stewart Distinguished Teaching Award from the Krannert School of Management at Purdue University and an award for Innovation in Teaching from the University of California at Irvine, as well as several awards given by students. In 2000, Business Week’s rankings and profiles of MBA programs listed him as one of the two most popular professors at the Graduate School of Management, UC Irvine.



**Gary Grossman**

Partner, McCarthy, Sweeney & Harkaway, PC  
[GGrossman@mshpc.com](mailto:GGrossman@mshpc.com)

Garry S. Grossman is a partner at McCarthy, Sweeney & Harkaway, PC. He represents a wide range of government and commercial contractors and subcontractors in all aspects of contracting with the Federal and state governments and with commercial entities.

His practice includes, among other capabilities:

- Protection of contractors' intellectual property rights
- GSA schedule
- Negotiating joint ventures
- Negotiating prime and subcontracts
- Government contract compliance
- Bid protests
- Buy American Act
- Security clearances
- Homeland Security contracting
- Small and small disadvantaged business procurements
- Contract and subcontract disputes
- Teaming agreements and joint ventures

He also represents companies engaged in technology transfer and commercialization, including technology licenses with federal laboratories, universities and commercial entities. Mr. Grossman advises clients about leveraging their research and development activities to generate and protect intellectual property under federal programs.



**Ira Hoffman**

Principal, Offit Kurman  
[ihoffman@offitkurman.com](mailto:ihoffman@offitkurman.com)

Ira E. Hoffman counsels and represents large and small clients in a wide range of Government contracts matters, plus national security law, international trade law, international procurement, complex civil and administrative litigation, and alternative dispute resolution. He is the editor of [The Annotated Export Administration Regulations Desk Reference](#) (West, 2011); and the author or co-author of several articles on government contracts and international compliance. Mr. Hoffman is also a director of the Public Contracting Institute, LLC (PCI), and has taught International Trade Law and European Union Law as an adjunct professor at the George Mason University School of Law.

During his 25 years of practice, Mr. Hoffman has appeared in numerous bid protests at the GAO, plus protests at the Court of Federal Claims, the FAA's Office of Dispute Resolution for Acquisition, and the U.S. Court of Appeals for the Federal Circuit. He has also represented U.S.

and foreign clients in claims and other administrative proceedings with the Department of Defense, the State Department's Directorate of Defense Trade Controls, the Department of Commerce's Bureau of Industry & Security, and the Defense Contract Audit Agency on issues ranging from security clearances to suspensions and proposed debarments to alleged violations of the ITAR and/or EAR, to cost allowability.

Before joining Offit Kurman, Mr. Hoffman served as a Court Law Clerk at the U.S. Court of Appeals for the District of Columbia Circuit; as Counsel to the Vice Chairman of the U.S. International Trade Commission; and as Counsel to the Israeli Ministry of Defense Mission to the United States. He also practiced with the nationally prominent large law firms Fried Frank and Howrey & Simon.



**Frederic M. Levy**

Partner, McKenna, Long & Aldridge, LLP (Washington, DC)  
[flevy@mckennalong.com](mailto:flevy@mckennalong.com)

Frederic M. Levy, one of the nation's leading suspension and debarment lawyers, focuses his practice on the resolution of complex compliance and ethics issues. He has successfully represented numerous high profile corporations and individuals under investigation by the government in civil and criminal matters, including False Claims Act cases, and in suspension and debarment proceedings to ensure their continued eligibility to participate in federal programs. He also has conducted numerous internal investigations on behalf of corporate clients, particularly in the areas of program fraud and export controls, often involving sensitive personnel or fiduciary matters, and has advised corporations in voluntary or mandatory disclosures to a variety of federal agencies. Mr. Levy also regularly counsels clients on government contract performance issues, claims and terminations, and litigates such matters before the boards of contract appeals and in the Federal Circuit.



**Michal Miasnik,**

West Coast Representative, BIRD Foundation

Ms. Michal Miasnik is the West Coast Representative of the BIRD Foundation. BIRD Foundation ([www.birdf.com](http://www.birdf.com)) was established in 1977 by the U.S. and Israeli governments to develop and fund industrial Research & Development partnerships between companies from both countries on a project specific basis. Located in the Silicon Valley, Ms. Miasnik is responsible for initiating business matchmaking activities between Israeli and American companies, business development and relationship management with West Coast hi-tech companies, and strategic growth initiatives. Ms. Miasnik has been promoted to this role in 2004 after being an associate at BIRD beginning at 2001. Ms. Miasnik has been a squadron officer in the Israeli Air Force and holds BA degree from Tel-Aviv University.





**Bruce Money , PhD**

**Title:** Department Chair and Fred Meyer Professor of Marketing and International Business

**Email:** [moneyb@byu.edu](mailto:moneyb@byu.edu)

Dr. Bruce Money is Chair of the Business Management Department and Professor of Marketing and International Business at Brigham Young University's Marriott School of Business. He is an internationally recognized expert in strategic networking and has been a visiting professor at business schools in Austria, Greece, and Singapore. Dr. Money has also received 7 outstanding teaching awards at undergraduate, MBA, and Executive MBA levels.

Prior to his academic career, Dr. Money worked in the marketing of financial services. Proficient in Japanese, his most recent business position was Vice President in the Los Angeles office of The Sakura Bank, Ltd. (now Sumitomo Mitsui), one of the world's largest banks. There he directed the bank's marketing strategy to Fortune 100 prospects for the Western U.S. and managed a corporate loan portfolio of \$200 million.

Dr. Money also served as partner in a consultancy to William E. Simon, former U.S. Secretary of the Treasury, for whom he initiated a Japanese investment program. Dr. Money also directed \$1 billion in Japanese debt and equity relationships for The Koll Company (now CB Richard Ellis), the West Coast's largest real estate developer.

He has taught in over 50 executive education programs, for the University of Southern California, National University of Singapore, and the University of South Carolina, among others. He has acted as Training Consultant for Bayer Pharmaceuticals, CSX World Terminals, Blue Cross Blue Shield, Fuji Film, Nissan, Robert Bosch Corporation, and Sonoco.

He holds an undergraduate degree from Brigham Young University, an MBA from the Harvard Business School, and a PhD from the Paul Merage School of Business at University California Irvine, where his dissertation subject was strategic networking and national culture.





**Sasha Strauss**

**Title: Managing Director Innovation Protocol Strategic Brand Development**

**Email [sstrauss@innovationprotocol.com](mailto:sstrauss@innovationprotocol.com)**

Clients, agencies, media and academic institutions call upon Sasha Strauss' award-winning forums worldwide; from Romania to China, Switzerland to Mexico. Media channels like National Public Radio (NPR), Forbes and The Wall Street Journal seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s.

He has keynoted with notable speakers such as Magic Johnson, Tony Hsieh, Frank Gehry, Biz Stone and Simon Sinek.

With over 17 years in strategic brand development, Mr. Strauss has built brands at the world's leading advertising, PR, marketing and branding agencies.

In 2006, Mr. Strauss founded Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. As the Managing Director, Mr. Strauss leads a team of 30 strategy consultants that serve clients such as Warner Bros, Johnson & Johnson, Korn/Ferry International, ADP, Evite and PayPal. Innovation Protocol also allocates 10% of the company's brand development services to non-profits, with millions of dollars in philanthropic work being delivered since the firm's founding.

When not supporting Innovation Protocol's international clientele, Mr. Strauss teaches graduate brand strategy at USC's Marshall School of Business and Annenberg School for Communication. After only five years of teaching, both courses have a year waiting list and remain the most impacted courses in both programs.

On the other side of town at UCLA's Anderson School of Management, Mr. Strauss is an Executive in Residence, coaching EMBA's in corporate and professional brand development. Via these professorial roles, Mr. Strauss also teaches at preeminent graduate programs such as MIT Sloan and The Johnson School at Cornell.

Mr. Strauss holds a bachelors degree from UC Irvine, a masters in strategic corporate communication management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss is a certified Toastmaster, an Entrepreneur's Organization leader, a Big Brother (mentor), an Eagle Scout and a swooning husband.



**Daniel R. Weinfeld**  
Counsel GOI-MOD,  
[DWeinfeld@Goimod.com](mailto:DWeinfeld@Goimod.com)

Mr. Weinfeld is responsible for \$2.2 billion dollars in annual procurement activity on behalf of the Israeli Defense Forces (IDF). His duties include:

- Negotiate and draft procurement agreements for MOD, IDF, and affiliated entities, including purchase of military hardware, vehicles, aviation and avionics equipment, research, state-of-the-art communications, imaging and anti-terror technology, software systems, medical equipment, and construction/infrastructure projects.
- Advise MOD and IDF representatives regarding compliance with U.S. Government regulations and policies, including U.S. Commerce and State Department export/import regulations (ITAR); U.S. Department of Defense procurement policies, including U.S. Foreign Military Financing & Sales program (FMF/FMS), audit requirements, and communications with U.S. Government officials.
- Advise MOD officials regarding operational issues, including electronic contracting, website content, taxation, immigration, real estate, insurance, diplomatic/consular status and personnel issues.



**Margarethe F. Wiersema, Ph.D.**  
**Title:** Deans' Professor of Strategic Management  
The Paul Merage School of Business, University of California, Irvine  
**Email:** [mfwierse@uci.edu](mailto:mfwierse@uci.edu)  
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**Margarethe F. Wiersema** holds the Dean's Professorship in Strategic Management at The Paul Merage School of Business, University of California, Irvine. She has an MBA and Ph.D. from the Ross School of Business at the University of Michigan.

Professor Wiersema is internationally recognized as one of the leading experts on corporate strategy and CEO succession and replacement. She has published extensively in the premier journals in the field including the *Harvard Business Review*, *Strategic Management Journal*, *Academy of Management Journal*, and *Administrative Science Quarterly*. Her research is widely acknowledged by over 3500 citations, numerous best paper awards by the Academy of Management and Strategic Management Society, and invitations to present her research at leading universities including the Duke University Strategy Conference, London Business School Ghoshal Conference on Managerially Relevant Research, and the inaugural conference for launching the *Global Strategy Journal*. Prof. Wiersema's research has been quoted by the *New York Times*, *The Financial Times*, *The Economist*, *Fortune*, *Business Week*, *the Washington Post*, and her research has appeared in The Economist Intelligence Unit for their "Executive Briefing".

The recipient of numerous awards for excellence in research and teaching, Professor Wiersema was elected as a Strategic Management Society Fellow in 2012 for making significant contributions to the theory and practice of strategic management. In 2006, she was awarded the Distinguished PhD Alumni Award from the Ross School of Business at the University of Michigan. She is an International Fellow for the Advanced Institute of Management Research in the UK. She has served on the faculty at the Business Schools at the University of Michigan, Rice University (where she held the Fayez Sarofim Vanguard Professorship in Management), and as a visiting scholar at the London Business School.

Professor Wiersema is actively involved with the business community by providing expertise on the subject of strategic analysis and thinking as well as the role of the Board of Directors and corporate governance. She has addressed a variety of business audiences and has consulted with *Fortune 500* companies, and has been actively involved in Director Training.

Prof. Wiersema serves as Associate Editor of the *Strategic Management Journal*, the premier journal in the strategy field and as Associate Editor of the *Academy Management Review*, the top theory journal in management with the highest impact factor of any journal in business. In addition, she serves on the editorial boards of *Organization Science* and the *California Management Review*. She served on the board of directors of the Strategic Management Society (2006-2010) and was Past President of the Corporate Strategy and Governance Group of the Strategic Management Society (2006-2008).



**Robert Zitz**  
**Senior Vice President & ISR Chief Systems Architect**  
**Science Applications International Corporation**

*Robert Zitz is leading SAIC's efforts to identify the long-term, enduring needs in the Intelligence, surveillance and Reconnaissance (ISR) and Intelligence markets, and driving development of technical concepts, technology plans, and business approaches to maintain and expand SAIC's role as a world-class innovator and solution provider. Zitz is a former deputy under secretary at the Department of Homeland Security (DHS), and a 32-year Intelligence Community veteran.*

Promoted to SES-6 in 2003, his senior executive experience spans Army Intelligence, CIA, National Geospatial-Intelligence Agency (NGA), DHS, Secret Service, and the National Reconnaissance Office (NRO).

From 2009-2011, Zitz served as deputy director of Mission Support for the NRO where he led several hundred technical personnel deployed worldwide. He oversaw a very large technology program designed to rapidly deliver technology solutions to users. At NRO, Zitz also served as

the director's senior advisor for Geospatial Intelligence, and he directed the efforts of all NGA engineers and scientists embedded within NRO. From 2007 - 2009, Zitz served as deputy associate director of the United States Secret Service. In this role, he guided transformation efforts needed to modernize the 146 year-old law enforcement agency. He established and led agency-wide investment governance processes and defined and successfully delivered technical proposals which led to a several hundred million dollar budget increase for the agency. His leadership set the foundation for improvements that will occur within the Secret Service over the next several years.

From 2006 – 2007, Zitz was deputy under secretary of Preparedness at DHS. He managed 1,800 employees and oversaw \$3-billion in programs. He guided the department's preparedness work including Infrastructure Protection, National Communications, Cyber Security, State and Local Grants, Exercises and Assessments, Fire Administration, Ready. Gov, and the efforts of the Chief Medical Officer.

Zitz served concurrent roles as deputy under secretary, principal deputy manager of the National Communications System (NCS), and director of the National Cyber Security Division during his tenure at DHS. He provided the leadership required to closely link DHS cyber activities. He was also the driving force in DHS behind the establishment of a Secret Service-led, National Computer Forensics Institute in Hoover, Ala., which is a showcase for collaborative training of federal, state, and local law enforcement officials. Zitz co-chaired the DHS Geospatial, Positioning, Navigation, and Timing Executive Committee (GPEC) and established the foundation for geospatial-intelligence capabilities across the department.

Zitz was one of only a few career nonpolitical appointee members of Secretary Chertoff's senior leadership team, and he was the first person ever appointed as a deputy under secretary at DHS. He participated in the department's rebuilding in the aftermath of Hurricane Katrina; he supported the thwarting of a planned major terrorist attack on the United States; he oversaw the planning for global pandemics; and he was instrumental in the formation of the National Cyber Security Initiative.

From 2001– 2005, Zitz led Research and Development at NGA and was a member of the agency's Executive Committee. He guided all the agency's transformation activities. He was the Intelligence Community's leading architect of a multiintelligence (a.k.a. "multi-int") fusion approach to tasking, collection, processing, analysis, and dissemination of intelligence. His work on multi-int was ground breaking, and the results continue to reverberate throughout the community today.

Zitz's work has unquestionably led to eliminating terrorists who threatened our nation. Prior to 2001, Zitz served in a variety of analytical, policy, budget, and technology roles, including counterterrorism support to The Army's Delta Force.

## Participants

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### **Ittai Bar-Joseph**

*Chief Executive Officer, Co-Founder, & Board Member, DEFENSOFTE Ltd.*  
[ittai@defensoft.com](mailto:ittai@defensoft.com)

Ittai Bar-Joseph, born 1972, is a highly creative and innovative Israeli entrepreneur with more than 15 years of experience in business and product development in the software, multimedia, and homeland security industries. After completing his army service in the IDF Artillery Corps, Ittai worked as an Israeli airport security officer in the Eilat/Ovda airports.

1999, received his BFA degree from the Bezalel Academy of Arts and Design in Jerusalem, majoring in photography and interactive media. During his studies in Bezalel, Ittai started up Mousy Media, a small business for interactive multimedia productions.

After graduating from Bezalel, Ittai was hired by the Israel Museum, Jerusalem to work as Assistant Curator of Modern and Impressionist Art, managing a large-scale digitization project for the entire collection of the department's paintings and sculptures. The Israel Museum later became one of Ittai's major clients in Mousy Media.

At the same period, for 3 years, Ittai taught two courses in interactive media and web development in the Musrara School of Photography and New Media, Jerusalem.

2002, Ittai co-founded 3D ACT, which later became DEFENSOFTE. Ittai was the company's first CTO and VP Products, responsible for developing the company's disruptive technology as well as products and services for both the civil engineering and the homeland security markets.

Following it, Ittai served as VP responsible of Business Development, Marketing, and Sales.

Primary achievements in this period include: capture and development of Israeli MoD and IDF as DEFENSOFTE's top strategic clients; capture and successful delivery of the first contract with Boeing in the USA, after which the company founded its US subsidiary BSEC Planning Corp; successful development of the company's brand name in the border security niche market;

In 2011, DEFENSOFTE's board placed Ittai in charge of the Israel and ROW business unit (excluding USA). Highlights include: transition of DEFENSOFTE from an R&D-centric to a sales-driven company; award of an Israel MoD competitive tender to plan the entire surveillance and communications array for Israel's border with Egypt, DEFENSOFTE's largest contract ever; and development of an international sales pipeline including Brazil, South Korea, Indonesia, Mongolia, and Turkmenistan, as well as other Asian and African countries.

On May 2012, after leading a highly successful management buyout of DEFENSOFTE's largest shareholder, Ittai became the company's CEO.

Ittai is married to Tammy. They live in a small village in Northern Israel, have 2 children – Daniel and Zohar, a dog, and a cat. When he's not working Ittai likes to read, shoot photographs with his Leica camera, take long walks, spend time with friends, and play tennis.



**Iftach Ben Yehuda**

*Business Development Manager, LHB Ltd.*

[iftach@lhbltd.com](mailto:iftach@lhbltd.com)

For nine years I filled different key positions in the Israeli scouts. Among those positions I functioned as a head unit. As part of this position I was in charge of six counselors and 100 kids. I was also responsible for the branch's volunteer program and few other activities.

In 2000 I was recruited to the Army where I served in a special unit of the IDF. After three years of military service, I signed for an additional year in order to establish the Counter Terror School in my Unit. Today, as part of my reserve service I am The Head of the school duty.

In 2004 I traveled for over twelve months, altogether, to South America, Italy (under a student exchange program at Venice international University) and China.

During My B.A I rejoined the Israeli Scouts and I was in charge of the preparation of the senior students for their military service.

Once I got my B.A, I decided to study at Jiao Tong University in China for seven months in order to enhance my Chinese language. At that time I was already working in our family business, LHB Ltd. established by my late grandfather in 1949.

When I finished my M.A studies in Terror & Counter Terror in the Interdisciplinary center Herzeliya and I was able to work full time, I realized, on the basis of my studies and my glimpse of the world outside that we should "go international". It also occurred to me that the company has to create a new growth engine which will expand its activities to additional areas within the local Military & HLS market, an "engine" that can also serve as a spearhead to penetrate into the international arena.



**Yoran Circus**  
*CEO, Covertix Ltd.*  
[ysirkis@covertix.com](mailto:ysirkis@covertix.com)

**Bio:**  
Ittai





**Giora Engel**  
*CEO, Light Cyber*  
[giora.engel@lightcyber.com](mailto:giora.engel@lightcyber.com)

Giora is a cyber-security entrepreneur with many years of technological and managerial experience in leading interdisciplinary R&D teams. Giora has a versatile technological experience spanning from network analysis and cyber-security to algorithms and mission critical systems. His research in the fields of computer vision and physics has been published in Nature, PNAS, and IJCV.

Prior to founding Light Cyber, Giora was Founder & co-CEO at MeterLive and Director of Product Management at BQR. Based on his unique expertise in cyber security and following the new wave of cyber-attacks, Giora founded Light Cyber which brings the first solution to the market to detect advanced targeted attackers as they operate inside the corporate network.



**Hila Freiman-Kareev**  
*Co-Founder and VP Marketing and Business Development, Safer Place*  
[hila.kareev@saferplace.com](mailto:hila.kareev@saferplace.com)

Hila has over 20 years of successful track record in sales, business development and marketing for high tech companies (start-ups, mid-size and large organizations) in the international markets.

In her current role as the co-founder and Chief Marketing and Business Development Officer of Safer Place, Hila leads the company's marketing, sales and business development securing the start-up first deals. In her last position Hila served as the VP Marketing and Business Development of Octavian, a start-up company in the financial business sector.

Prior to that Hila was the Chief Marketing and Business Development Officer of FIS, a leading provider of software solutions for the life and pensions global markets. In this role Hila led the company's marketing strategy and execution as well as analyst relations, new alliances and business initiatives and more generating all the company's sales leads and additional revenues to the organization. Previously, Hila was the Director of Strategic Alliances at Amdocs (NYSE: DOX) where she managed all Amdocs global system integrator partners such as Atos Origin, Cap Gemini, Bearing Point and others. Hila also led the development and management of the Amdocs-IBM Strategic Alliance which generated incremental revenue of \$300M to Amdocs. Before Amdocs Hila served as the Director of International Alliances at NICE Systems (NYSE: NICE), working with worldwide distributors, channels, system integrators and technology partners. Hila held several other positions in sales and marketing in the energy sector.

Hila holds BA in Economics and an MBA in marketing and international management from the Tel Aviv University and an LL.B from the Interdisciplinary center, Herzeliya. Also a Certified Lawyer, Hila is a member of the Israel Bar Association.





**Rami Friedlander**

*Co Founder & VP Business Development & Applications, Sol-Chip*  
**[rami@sol-chip.com](mailto:rami@sol-chip.com)**

Rami Friedlander has over 20 years of management and technology development experience in startups and in large multinational companies. He has vast experience in all aspects of company's life from incubation to mass production and high volume sales to tier-1 customers.

Professional highlights include the following:

- Associate VP Engineering of Marvell Corp. Managed Enterprise Switching Engineering (~180 System/SW/VLSI people). Managed products ramp from \$5M/year to >\$250M/year.
- NVIDIA Senior Director. Managed all "Xbox" activities (~250 System/HW/VLSI people) including coordination with Microsoft, Intel and manufacturing vendors and all internal development activities. Integrated "Xbox" platform and delivered to production over \$500 Million/year worth chipsets.
- GigaPixel Corp. (startup) VP Engineering. Managed all System/SW/HW activities in the field of Graphic Core Intellectual Property (IP) development and customers' support. Built excellent engineering team of 40+ people. Defined and established top notch design infrastructure and reuse methodologies.
- Israel Design Center General Manager of WSI (US company). Built remote design center from the ground up, including engineering activities from definition to full production.
- Led the development of Zoran Corp's Imaging group including the development of early versions of the Digital Camera ("Filmless Camera" - 1987) with Fuji Microelectronics.
- M.Sc. (Cum-Laude) Electrical Engineering and Computer Engineering from the Technion – Israel Institute of Technology.
- Filed 5 patents and applied for 4 additional patents in advanced semiconductor technologies.



**Amit Gavish**

*General Manager- Americas, BriefCam Inc.*

[amit.gavish@briefcam.com](mailto:amit.gavish@briefcam.com)

Amit Gavish has 16 years of business management and security background with organizations operating in the HLS space. Born in Jerusalem, Israel, Amit brings with him experience from both Israel and the US, holding dual citizenships.

As a business leader, Amit has successfully introduced innovative technologies into the US security market. In addition to business activity, Amit engages actively in market education as a speaker, including panels organized by the Israel Consulate regarding Israeli high tech companies in the HLS space.

Professional highlights include the following:

- General Manager, Americas at BriefCam Inc., successfully built a robust market for an innovative technology in the US market, building a strong sales channel and technology partnerships
- Managing Director of a \$50MM security and consulting firm in the northeast USA. Managing all consulting related services
- Senior consultant at Applied Risk Management, a Boston based consulting firm
- Research assistant at Harvard University, conducting research on middle east, Persian gulf states, Arab-Israeli conflict and radical Islamic groups
- Deputy director of security at the office of the president of Israel, in charge of both physical and information security

Amit holds an M.A and B.A degrees in Contemporary Middle Eastern and International Relations studies from the Hebrew University, Jerusalem, Israel, Amit is an American Society for Industrial Security (ASIS)-certified protection professional (CPP) and served as a Staff Sergeant in the Israel Defense Forces (IDF) infantry.



**David Harel**

*Managing Director, ASERO Consulting Services*

[dharel@asero.com](mailto:dharel@asero.com)

Mr. David Harel holds over 30 years of combined field, regulatory and management experience in Homeland Security derived from his years of distinguished service in senior ranking positions in the Israeli Security Agency (ISA) and his role in providing customized professional consulting, training and management services with ASERO Consulting Services.

Professional highlights include:

- Since his retirement from the ISA, Mr. Harel has been involved in the provision of customized consulting services, training programs and security solutions on a wide range of topics including risk management, emergency preparedness and quality assurance.
- Currently manages an office of ten security professionals and analysts with field, regulatory and academic experience in relevant areas for Homeland Security.
- Served as the Head of International Relations for the Protection and Security Division of the ISA responsible for the development and overseeing of strategic international relations with security agencies worldwide.
- Served as the Commander of the Aviation Security Commander's Course (1998 – 2001) at the ISA Academy, an intensive six-month course that trains and certifies aviation security managers for Israel's national airlines.
- Served as: the Regional Security Manager for El Al Security Operations in Scandinavia (1995-1998); Intelligence Branch Agency for the ISA (1991-1995); Dignitary Protection Unit Manager (1983 – 1987); and, El Al Airlines Sky Manager (1981 – 1983).
- Provides renowned training on relevant topics for Homeland Security for security professionals and law enforcement throughout the world including the United States, Canada and Singapore.
- Regular guest speaker at various international law enforcement conferences on counter-terrorism, dignitary protection, aviation security and suicide terrorism.



**Meital Kuperman**

*Projects Manager, The Israel Export Institute*  
The Israel Export & International  
Cooperation Institute  
[meitalk@export.gov.il](mailto:meitalk@export.gov.il)

Meital Kuperman is a Project Manager in the technology division at The Israel Export & International Cooperation Institute since 2010.

During her job she managed a few big projects in the fields of Home Land Security, water and energy.

She was a Flight Attendant Elite Flying Club at El AL Israeli Airline for 7 years.

Earlier she was a Supervisor of inventory at King David Hotel Restaurant and Bar in Jerusalem.

She started her way as a Systems Operator in the department of Human Resources Technology Team in the Israel Electric Company in Jerusalem.

She has a Master in Business Administration (MBA), Ono Academic College, Kiryat Ono Israel; Marketing and Advertising Major and a Bachelor's Degree in political science and East Asian studies, Hebrew University, Jerusalem Israel

Meital finished her Military Service in the Israel Defense Forces (IDF) with Sergeant Rank as A Radio Operator and communications Instructor of the Communications Corp.



**Sha'altiel Lavi**

*Director, Emergency Preparedness Evaluation Unit,*  
Ministry of Home Front Defense  
[shalti\\_lavi@mod.gov.il](mailto:shalti_lavi@mod.gov.il)

Mr. Lavi was an IDF officer, and retired as a Colonel after 25 years in the Army. His last position in the army was the Head of Civil Administration in the City of Khan Yunis in the Gaza Strip, and the Chief Liaison officer to the Palestinian Authority Police in the Gaza Strip after the Oslo Accords.

Mr. Lavi held a position of Director of Doctrine Division in the Emergency Economy Board in the Ministry of Defense. He currently holds a position of Director Emergency Preparedness Evaluation Unit in the Ministry of Home Front Defense.

Mr. Lavi holds BA in Arabic Language and Literature from the Hebrew University in Jerusalem and MBA from the Ben Gurion University in the Negev.



**Israel Livnat**

*Chairman and Cofounder, ANTEO worldwide AG*

[ilivnat@anteoworldwide.com](mailto:ilivnat@anteoworldwide.com)

Israel Livnat was the Corporate Vice President & President of the Security Group since May 2006 until August 2011. Prior to joining NICE, he served since 2001 as the President and CEO of Elta Systems Ltd - the leading Defense Company in Israel for RADAR and SIGINT Systems.

Prior to his last position as the President of Elta Systems, Mr. Livnat was heading The MLM division in the Israeli Aircraft Industries, leading the development of the Arrow weapons system. Before that he was VP Engineering in MLM division in the Israeli Aircraft Industries, and director for hardware engineering at Daisy Systems Mountain View California, leading state-of-the-art developments in the hardware and software of large computer-embedded systems.

Mr. Livnat holds a B.Sc and an M.Sc degree in Electrical Engineering from the Technion- Israel Institute of Technology, and an Executive MBA from Stanford University California (2000). He was awarded the prestigious Israeli Industry Prize for 2004.



**Kobi Nave**

*Business Development Manager, VERINT Ltd.*

[kobi.nave@verint.com](mailto:kobi.nave@verint.com)

Mr. Nave is the Business Development Manager for Tactical Off-air Intelligence Solutions at Verint Systems Ltd. Kobi has nearly a decade of experience in the wireless communication and intelligence domain, and has deployed communications intelligence systems in law enforcement, national security, and national intelligence agencies around the globe.

Formerly co-founder and VP marketing of Atlas Off-shore Solutions, Kobi specialized in the incorporation of offshore companies around the world. Since 2011, Kobi chairs the Control Board in Or Movement, a non-profit organization that provides a primary source of housing, employment, education and more to Negev and Galilee residents. Kobi holds a Bachelor of Electrical Engineering from the Technion – Israel Institute of Technology and an MBA from Tel-Aviv University.



**Alon Levy Nahoum**

*Chief Executive Officer, HERBAMED*

[alon@herbamed.com](mailto:alon@herbamed.com)

Alon Levy Nahoum is an accomplished senior executive whose strategies, communication skills and marketing insight have consistently convey a thriving evidence of growing company productivity and gathering different marketing forces into one coherent operational success. Born and raised in Israel Alon Levy Nahoum studied in the Hebrew University and in Derby University for MBA (Cum Laude)

Professional highlights include the following:

- CEO of HERBAMED LTD, Management of food supplements proprietary company. Launching new brand of functional food. Doubled revenues in 2 years.
- VP Marketing of POST (Cereals) & MONDAY (Israel) Building a new cereal brand in the local market. Re-launching of international mature brand. Developing marketing plans.
- Trade Marketing Manager of TNUVA, Development and execution of sales plans and local area marketing strategies. Member of the marketing strategy team. Managed over 400 people in assorted departments: sales promotion, visual merchandising, and research.
- Manager of Strategy and Business Development Strategic of Publicis-Dialog Israel planning for a Direct and Sales Promotion Company. Plan business development strategy for the Company's clients (e.g. Strauss-Elite, Partner, Gold Channels).
- Senior Analyst in Strauss-Elite Group Conducted a variety of researches and market surveys. Format questionnaires for the monitoring of consumer-manufacturer relations. This work entailed profound acquaintance with the local and international food market. Conducted similar researches of the European and American markets



**Dr. Fredy Ornath,**

*Founder and President, Tracotech Security Ltd.*

[fredy.o@tracotechsecurity.com](mailto:fredy.o@tracotechsecurity.com)

Dr. Fredy Ornath was born in Bucharest Romania and immigrated to Israel in 1962. After studying here, and majoring in Physics in 1972, he received his Doctor of Science in Technology of Materials Science and Engineering, at the Technion IIT in Haifa in 1984. In the meantime he also served 7 years in IDF Ordnance Corps as an Officer and retired as Major.

As Officer he served as Chief Metallurgist of the MBT Merkavah Tank plant. Dr. Ornath perfected and stabilized the technology for armor welding since the plant's inception. After leaving IDF in 1982 he worked as Chief Materials R&D for Urdan Industries, where he perfected technologies for Armor Steel Casting as well as developing Advanced Composite and Reactive Armor systems.

Since 1986, Dr. Ornath has established his engineering consulting company, serving the different industries in Israel mainly in Materials and Welding Engineering, while also promoting a few startups related to materials technology.

Dr. Ornath served as Lecturer and later Associate Professor at the Technion, for nearly 10 years, where he gave lectures on Welding Engineering and on Casting Engineering. Dr. Ornath also performed research work on welding as well as ballistic behavior of Armor steels.

Dr. Ornath has published papers in International Journals and has a few patents. Since 1996 he has pioneered automated trace detection of explosives, with support from the FAA, TSWG, the Israeli Police and ISA. Later he set up a startup dealing with this subject, in particular founded TRACETECH, a company dedicated to development and commercialization of Automated Explosive Trace Detection.

Dr. Ornath served on a few International and national Committees dedicated to Welding Engineering and currently serves on the National Welding Committee.



**Dr. Ricardo Osiroff**

*CEO, Tracense Systems Ltd.*

[Ricardo@tracense.com](mailto:Ricardo@tracense.com)

Born and raised in Uruguay, Dr. Ricardo Osiroff and his family emigrated to Israel in 1970. In 1974 he joined the Academic Reserve of the IDF and graduated in Chemical Engineering from the Technion in 1979.

- After completing his undergraduate studies Ricardo re-joined the IDF and took the position of research engineer in one of the elite technology units within the Army Intelligence.
- In 1986 Ricardo came to the US where he completed a M.Sc. in Engineering Science & Mechanics and a PhD in Materials Engineering, both at Virginia Tech.
- In 1990 Ricardo returned to Israel and to the IDF; where he went on to serve in series of leading positions in the Materials and Mechanical fields until he left for the commercial world at the end of 2001. His last position was Division Manager.
- During his time with the IDF, Ricardo received several notable Awards, including twice the Army Intelligence Creative Thinking Award and twice the Israel Defense Award – the most prestigious award in the national Defense and HLS fields.
- Between 2001 and 2010 Ricardo held several top management positions in technology oriented companies such as the AVX Corporation (Israel). Printar inkjet systems and lastly, CEO of Cellaris advanced ceramic materials.
- In 2010 he joined Nanergy Alternative Energy, a private venture involved in several nano-technology based projects together with the Tel-Aviv University. He now leads Tracense Systems, a company emerging from this collaborative effort.

Ricardo is married to Orly, has 6 children ages 13 to 28 and lives in Ganei-Tikva, 10 km east of Tel-Aviv. Ricardo enjoys reading fiction, swimming and riding a bicycle in nice weather.





**Oded Raor**

*Director, HLS Global Business Development, Rad Bynet Ltd.*

[Oded-r@bynet.co.il](mailto:Oded-r@bynet.co.il)

Oded Raor has been a commander and leader for more than 25 years. He is an accomplished senior executive whose strategies, accomplished leader with significant success in planning and conducting successful operations, both in business and combat.

Demonstrated expertise in business development and strategy managing turnaround initiatives, leading projects and building teams. Recognized as a results-oriented leader and strategic thinker with the ability to drive change and meet goals.

Professional highlights include the following:

**Director, Global Business Development at Rad-Bynet Group:**

- Responsible for the Home Land Security business of the group's companies.
- Lead the group and design our unique value propositions to the forces and companies who are dealing with the H.L.S needs.
- Create a business plan for the groups with "go to the market" strategy.

**Director, Business Development at Celestica, Canada**

- Responsible for the overall leadership and management of Defense and Homeland Security business development in Canada; member of the North American team.

***Various commands positions in the I.D.F***

- Last position as a Brigade Commander, Responsible for the overall leadership of 2,000 officers and soldiers.
- Responsible for the overall leadership, planning and execution of complex operational tasks.
- Responsible for the strategy development, analysis, planning and execution of a complex set of process, technology and operational tasks within a large sector of IDF.

Mr. Raor holds B.Sc. degree in Mechanical Engineering from Ben-Gurion University, Beer-Sheva, Israel (Honors) and Executive MBA from Rotman School of Management, University of Toronto, Canada



**Benny Rosenbaum**

*Founder and CEO, BioCatch Ltd.*

[benny@biocatch.com](mailto:benny@biocatch.com)

Benny Rosenbaum has over 25 years of experience. Prior to establishing BioCatch, Benny was the co-founder of Magic Software Enterprises (NASDAQ: MGIC). During his 14 years at Magic Software he was a key player in increasing the sales to \$100M annually and to selling millions of installations worldwide. Previously Benny established the enterprise division of Babylon (TASE: BBYL) and held the position of CEO at VapiSoft and MyNayad. Benny is a respected chief executive officer highly valued for his guidance and implementation of innovative solutions amongst startup companies. His extensive sales experience has influenced the success of numerous large companies worldwide.

Professional highlights include the following:

- CEO and owner of MyNayad Ltd a company which enabled personalization of electronic devices, including cell phones, iPods and PCs
- Department Manager in Babylon technology Ltd, performing a spinoff to the enterprise market.
- CEO of VapiSoft Ltd, a DOT COM company which developed and sold On The Fly Translation software. Moreover, developed close relationship with IBM's HQ in the US to bundle Vapi with the WebSphere product line
- COO in Magic Software Ltd, responsible for revamping and development of new business models.
- Magic Software Ltd. VP of New Branches, managing all financial aspects of the branches.
- CEO Magic Israel, developing company's sales model in Israel and created it as a model for territories throughout the world



**Oded Shemla**

*Head of the Department for Technology Development, Israel Police*  
[odedshemla@police.gov.il](mailto:odedshemla@police.gov.il)

ISRAEL NATIONAL POLICE  
POLICE HEADQUARTERS  
TECHNOLOGIES ADMINISTRATION R & D DEVISION

Israel National Police

The Israel National Police (INP) is under the Ministry of Public Security. The INP responsibility includes all aspects of conventional policing from the local through the national levels. Its work is guided by the values and principles of the democratic government of the state of Israel.

The task of the INP is to maintain the quality of life, law enforcement and enforcement of traffic regulations, as well as providing guidance on preventive measures for the safety and protection of the population.

In addition the INP is also responsible to provide first response to terror attacks.

A broader view of the responsibility of the INP for public can be seen through the following tasks: maintaining public order, securing public events and rallies , dealing with IEDs ( Improvised Explosive Devices ) , riots & crowd control situations , crime fighting , detective work , covert operations, intelligence , investigating suspects , traffic enforcement , operating the Civil Guard , handling youth violence, educational programs and other community related activities .

The technology in the INP is under the command of the Deputy Commissioner and is carried out by the Technologies Administration (TA) lead by a Brigadier General. The R & D Division is responsible for the technological research and development in the TA.

Commander ( Colonel ) Oded Shemla

1997 M.A. in Business Management at the Ben Gurion University  
1985 - 1992 – Serve at the Israeli Air Force.

1992 - Today - Serve at the Israel National Police:

- + 1992 - 2003 - Operations Department - Police Helicopter pilot
- + 2003 2009 - Operations Department - Head Aviation Unit
- + 2009 Today - Technologies Administration: Head of R & D Division



**Uri Sinai**

*General Manager (Ret.), IAI/MLM*  
[usinai1@gmail.com](mailto:usinai1@gmail.com)

Uri Sinai joined IAI in 1978, and in 2006 was nominated as the General Manager of the company, following 4 years as its Deputy General Manager. MLM is the Prime Contractor and System Integrator of the Arrow Weapon System (AWS), the Anti Ballistic Missile Defense System, as well as the Israeli Satellite Launcher (Shavit) and **various national HLS programs**. MLM sales in 2012 are over \$400M and about 1500 employees.

In 2002 MLM established cooperation with the Boeing Company, aimed to accelerate the rate of production of the Arrow missile for the Israeli defense forces. Uri was nominated as the Arrow Co-Production Program Manager, and was responsible to build a long term and stable agreement between the two companies. In 2012 same agreement was enhanced to include Arrow3 Program.

During 2000 and until mid 2001 Uri served in the headquarters of IAI, as the assistant to the COO of the organization.

In 1999 Uri joined an Israeli startup, as its General Manager, named "Mobilecom". The company developed a unique planar and dual frequency antenna, based on innovative technology.

Since 1995 until 1999 Uri served in MLM as the Deputy General Manager for Operations, and was responsible for an Excellence Leadership Program led by MLM.

In 1987 Uri was nominated to the QA Directorate Manager of MLM. In this position he led MLM Division to the highest level rating from Carnegie Mellon Software Engineering Institute, and became the first Israeli organization to receive a Capability Maturity Model Integration (CMMI) Maturity Level 5.

Since 1978 and until 1987 Uri was responsible for various engineering activities in MLM. Mr. Sinai holds B.Sc. degree in Mechanical Engineering from the Technion IIT Haifa, Israel and Master of Science degree in management, from Boston University.



**Omri Timianker**  
*CEO and founder, IOTT Ltd.*  
[omri@i-ott.com](mailto:omri@i-ott.com)

Omri Timianker has been engaging in the HLS and defense world both as operational personal and as business leader for the last 15 years.

After being a part of the most prestige units both in the IDF as well as the "Shabak" (which is the Israeli equivalent to the FBI).

Omri has founded 2 companies in the HLS and defense industry playing a crucial role in every aspect of the business. From office management up to negotiation and marketing, Omri has and still leads the way in the main processes that are currently happening.

Today Omri is a world center of knowledge in the intelligence world, creating intelligence units around the globe and creating new and operational proven methodology made Omri the "go to guy" of many law enforcement agencies.

Omri highlights include the following:

- Sargent in the IDF special forces elite unit In charge of the technological aspects and building and executing the training process of his team
- Operational agent in the "Shabak"
- Awarded with the "prize of excellence" from Avi Dichter (the head of the "Shabak") in 2003 for his role in executing a complex technological project and using it in operations.
- Air marshal
- CEO and founder of ISPS – leading the processes that made a huge impact in the diamond industry
- CEO and founder of IOTT – leading all aspects in an rapidly growing company that provides a niche services to the HLS and defense technological companies.



**Barry Zebrak**

*Deputy Regional Director, SIBAT/ GOI-MOD*

[barryzebrak@hotmail.com](mailto:barryzebrak@hotmail.com)

Barry has been a Navy officer for more than 25 years, about 15 years in various international relations positions, among them the Director of the International Policy Planning Desk of the Israeli Navy, where he led all military cooperation with foreign Navies.

He directed numerous international cooperation campaigns, in fields such as homeland security, humanitarian aid; Special Operations, Counter Terrorism and International Exercises. After retired Barry joined the MOD as a Senior Consultant in the North America & Europe Division.

He holds a BA in Economics and Political Science from Bar-Ilan University. He is married to Michal and has one son.

Professional highlights include the following:

- Head of International policy planning desk in Organization & planning Dept. - Israeli Navy
- Head of International Exercises in the Training and Doctrine Dept. – Israeli Navy
- Operation2 Officer of Ashdod Naval Base.
- Commander of the Operational Command Center of Haifa Naval Base



**Itzhak S. Ziv**

*Founder & General Manager, I. Ziv Lehavim (2006) Consulting & Business Development Ltd.*

[iziv1234@orange.net.il](mailto:iziv1234@orange.net.il)

Itzhak S. Ziv is married with 3 children.

Itzhak has graduated BSc., Industrial Engineering & management, Ben-Gurion University of the Negev, Israel

Itzhak S. Ziv has been serving 25 years in the Israeli Defense Forces:

- 15 years in operational, command, training and engineering positions in the Israeli Air Force
- 10 years in Defense Research & Development positions in the Israeli Ministry of Defense and retired in 1998 as a Lieutenant Colonel.

After retirement Itzhak served as a marketing and business development manager in several Israeli start-up companies. In 2003 started a career of consulting Israeli defense exporters in the area of Defense Export Control. In 2006, Itzhak established his consulting company, and started to provide consulting services to foreign customers in identifying potential collaborations with Israeli companies, and export control aspects of their activities in Israel.

Utilizing his very good acquaintances with the Israeli defense industries and start-ups in Israel, and with potential customers and partners abroad, Itzhak was also involved in many initiatives of matching between companies in Israel and abroad.

Prior to his activities in Export Control consulting, Itzhak held the following positions:

- Program Manager of several military programs for the Israeli Air Force
- The Israeli Manger of the US – Israel Strategic Defense Cooperation office as part of the IMOD – R & D Directorate
- Managed the Research & Development Cooperation activities between the Israeli Defense Forces and the US Armed Forces.
- Director, External relations & Cooperation Division at the R & D Directorate of the MOD.
- Marketing manager, SimiGon, a training & simulation company
- VP Business Development at Cellocator Ltd., a Location Based Services company
- VP Business Development at AnyWhere Ltd., a Location Based Services company
- Marketing manager, Albatronics Ltd., a defense electronics development and production company.

## Guest Speakers and Hosts

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### **Katherine Merage**

Katherine Merage is a leader in the Jewish community of Los Angeles and Orange County. Indeed, she has been a leader in every community she has ever lived in. Born in Iran, Ms Merage is a noted philanthropist and visionary with respect to the health and well being of the Jewish Community in Israel and the U.S.

Her leadership and financial support has helped sustain the quality and related reputation of Hadassah Hospital in Jerusalem Katherine's generosity contributed to the development of the University Synagogue in Orange County and the Jewish Community Center in Orange County. Both facilities are named after her and her late husband Andre . Katherine is committed to the growth and development of the Negev in Israel as a welcoming place of opportunity for the Jewish people.

### **Lilly Merage**

Lilly Merage is an immigrant from Iran. She was, as Paul says, his "partner" in the development of Chef America. Lilly has been and continues to be involved in and a supporter of the arts. She is a leader in the development of the innovative Artists in Residence program, joining the Merage Foundations to Chapman University Film School and the Orange County High School of the Arts. During the summer, fifteen high school students, many of them from low-income and immigrant families, spend two weeks at Chapman College learning filmmaking.

### **Paul Merage**

Paul Merage is the Founder and Chairman of the Merage Institute. Paul has over 35 years of experience in consumer products. Following 10 years of management experience with major packaged food companies, Paul founded ChefAmerica, a start up frozen food company in 1975 along with his brother David. In time ChefAmerica became one of the largest and most profitable privately held food companies in the US. It is best known for Hot Pockets and Lean Pockets. ChefAmerica operated nationally with a workforce of over 2000. ChefAmerica was sold to Nestle in 2002 for \$2.6 billion.

He is now actively engaged in providing vision and strategic direction for the MIG CAPITAL and its affiliate companies. MIG CAPITAL and its affiliates were a natural progression of the need for a platform to carefully and professionally manage, preserve and enhance the family capital.

Paul is also highly focused on a mission to "give back to America." Paul and his family created The Merage Institute. The Institute's programs are all aimed at improving quality of life through education. Each has gained positive national and indeed, International attention. He is active with the University of California Irvine's Paul Merage School of Business as the Chair of the Executive Committee of the Dean's advisory board. In addition Paul and the Merage family support a number of other philanthropic efforts. Paul received a B.S. in Economics and a MBA from the University of California.



## **Eyal Aronoff**

[eyal@aronoffgroup.com](mailto:eyal@aronoffgroup.com)

Eyal Aronoff is a serial entrepreneur and co-founder of Quest Software, one of the largest independent software vendors in the world (Nasdaq:[QSFT](#)).

Eyal's current focus is energy and philanthropy. He is a major contributor of funds and strategy to the effort to decrease the world's dependence on oil. Recently Eyal co-founded the **Fuel Freedom Foundation** which promotes a blueprint for solving the oil price crisis by removing barriers to fuel competition via a grass root effort. At the **Fuel Freedom Foundation** we are creating the gathering place for those individuals who are frustrated with the inability of Washington to deal with our oil addiction and want to do something about it.

[www.FuelFreedom.Org](http://www.FuelFreedom.Org)

Eyal graduated Summa Cum Laude in Chemistry and Computer Science from Bar Ilan University in Israel and now lives in lovely Newport Beach CA.

## **Ralph Stern**

[ralph@stern18.com](mailto:ralph@stern18.com)

Ralph Stern (BA University of Neuchatel, Switzerland; MBA Stanford University) held management positions with FMC and Eldon Industries prior to becoming the major stockholder and CEO of two dental manufacturing companies: Denar and Steri-Oss. These companies were market leaders in dental implants, dental tomographic machines, and TMJ products. In 1993, Steri-Oss was acquired by Bausch & Lomb;

in 1994, Denar's major product lines were acquired by Teledyne and Orion-Soredex, the largest health care company in Finland. In 1987 Mr. Stern founded Care Credit, the largest consumer finance company serving the specialty health care markets of dentistry, veterinary medicine, ophthalmology, audiology and cosmetic surgery.

He served as CEO of the company until it was sold in 2002 to GE; he now has a consulting position with GE. In 2006 he acquired a TV retailer, known as the king of big screen televisions. His outside activities include the graduate organizations of the Young Presidents' Organization, several local charitable organizations and golf.

## **Sue Stern**

Sue Stern moved to Los Angeles, California after graduating from the University of Wisconsin. She became involved in an orphanage, an experience that was the catalyst for wanting to work and support youth-in-need programs. After moving to Orange County, she became involved with Children's Home Society and served as President of the Santa Ana Auxiliary. After raising her children she took a keen interest in theater, serving on committees of South Coast Repertory. She also is on the Board of Girls Inc.

## **Rabbi Arnold Rachlis**

Rabbi Rachlis is the spiritual leader of University Synagogue in Irvine, California. Born in Philadelphia, Rabbi Rachlis received a B.A. from the University of Pennsylvania, and M.A. from Temple University and ordination and a Doctor of Divinity degree (honoris causa) from the Reconstructionist Rabbinical College.

Rabbi Rachlis has taught at Temple University and Spertus College, and has published scholarly articles, opinion pieces and poetry in a variety of publications, including *Judaism, Reconstructionist, National Jewish Monthly, Chicago Tribune, Chicago Sun-Times, Los Angeles Times, Orange County Register, Jewish Journal, Maj'shavot Pensamientos and A Psychology – Judaism Reader*.

Rabbi Rachlis has served in Washington, D.C. as a White House Fellow and as a Senior Foreign Affairs advisor in the State Department. He was appointed a regional panelist for the President's Commission on White House Fellowships in both Democratic and Republican administrations, and was also selected as a Fellow in Leadership Greater Chicago.

The former rabbi of the Jewish Reconstructionist Congregation in Evanston, Illinois, Rabbi Rachlis was the youngest rabbi ever elected president of the Chicago Board of Rabbis.

His service to the community includes the boards or advisory boards of Jewish Fund for Justice, U.S. Inter-religious Committee for Peace in the Middle East, Americans for Peace Now, China Judaic Studies Association of Nanjing University, University of Illinois Fund for Gerontology Research, National B'nai Brith Hillel Commission, the American Jewish Committee, New Israel Fund, Orange Coast Interfaith Shelter and the Reconstructionist Rabbinical Association, of which he is a past president.

He has also served on the executive committee of the Southern California Board of Rabbis and as a member of the Orange County Board of Rabbis. Rabbi Rachlis has served on the board of Mazon, A Jewish Response to Hunger, for over 16 years and is now its Chair.

For nine years, Rabbi Rachlis hosted *Of Cabbages and Kings* on ABC-TV, as well as a syndicated cable television show on contemporary Jewish issues, *Hayom*. He has appeared as a guest on *National Public Radio, CBS, CNN and PBS*, and has been interviewed frequently by such publications as the *New York Times, Newsweek* and *Time*. He was profiled in the award-winning documentary film, *The Legacy*, and has served as a Judaica consultant for *Compton's Encyclopedia*.

## Staff

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