

ACADEMIC EXPERIENCE

**2012 – present UNIVERSITY OF ROCHESTER Rochester, NY
SIMON BUSINESS SCHOOL**

Assistant Professor of Economics and Management, Tenure Track

- Specializations: Strategic Planning, Management of Innovation, Industry Analysis, Incentives
- Independent Strategic Planning consultant
- Led Simon School’s student-satisfaction Strategic Planning group. Restructured course-load, orientation, physical layout, and student services.
- Superior Teaching Award, MBA Class of 2017; Top ranked teacher since 2013
- Research presented in leading journals, conferences and universities

**2006 – 2012 NORTHWESTERN UNIVERSITY Evanston, IL
KELLOGG SCHOOL**

PhD Student, Managerial Economics and Strategy

INDUSTRY EXPERIENCE

**2005 –2006 COMVERSE NETWORK SYSTEMS Tel Aviv, Israel
Telecom VAS; \$1B+ Annual Sales**

System and Project Engineer, Voicemail Division

- Product: Large scale voicemail and videomail systems for mobile network operators worldwide
- Negotiated and managed customer requirements, internal development implications, customer integration and acceptance planning

Key Accomplishments

- Within a year, promoted to be system and project engineer for key next generation project, despite being newest member of project engineering group
- Co-led strategic planning group for next generation voice/videomail development
- Established effective partnerships with customers across the globe
- Employee of the Quarter, Q2 2006
- While working full time, completed M.Sc. in Management Science, Magna Cum Laude.

**2001 – 2005 ELTA SYSTEMS Ashdod, Israel
1998 – 1999 Defense Technologies Firm; \$1B+ Annual Sales**

Senior Project Engineer, Electronic Surveillance Division (2003-2005)

Senior Server Team Leader (2001-2003)

Lead User Interface Designer (2001-2003)

Software Engineer (1998-1999)

Product: A distributed real-time airborne electronic intelligence data collection, processing and visualization system, utilizing leading edge hardware architectures and algorithms.

Senior Project Engineer (2003-2005):

Led all technical aspects of 3-year development project as subcontractor for Boeing’s AEW&C.

- Matrix responsibility for over 10 groups of hardware and software engineers
- Led technical negotiations and presentations with Boeing and the end user, frequently attended by the customer’s Deputy Secretary of Defense.
- Responsible for system requirements specification, design, training, testing and acceptance plans
- Approved and guided development and acceptance plans for each sub-system

Key Accomplishments:

- Met all delivery and time milestones
- Identified under-performing sub-group, fixed by training the team
- Excellent relationship with customer executives, middle manager, and all group and division leaders
- Coordinated development and airborne testing of new embedded subsystem for future projects

Senior Server Team Leader, C++, SQL on Unix; Lead User Interface Designer (2001-2003):

Formed and led main server team in the division's most strategic project.

- Developed server from initial architecture to integration tests
- Directed design of system's user interface developed by an external contractor
- Led technical presentations and negotiations with the end user

Key Accomplishments as Server Team Leader:

- Reduced relevant development headcount from eight FTEs to 2.5
- Introduced Agile development and automated testing
- All milestones delivered on time, most ahead of schedule.

Software Engineer, C, Pascal on VMS (1998-1999)

- Implemented software for real-time communication with on-board systems
- Developed server infrastructure software
- Performed system level integration, debugging and optimization
- Promoted twice within two years

2000 – 2001 **GILAT SATELLITE NETWORKS** **Tel Aviv, Israel**
Telecom; \$500M + Annual Sales
Software Engineer (C on real-time OS pSOS and VxWorks)

1994 – 1998 **ISRAEL AIR FORCE (Mandatory Service to all Israeli citizens)**
Sergeant, Airborne Intelligence

EDUCATION

2006 – 2012 **NORTHWESTERN UNIVERSITY** **Evanston, IL**
KELLOGG SCHOOL
PhD, Managerial Economics and Strategy, Full tuition scholarship and stipend
Teaching and research assistantships starting Year 3

2004 – 2006 **TEL AVIV UNIVERSITY** **Tel Aviv, Israel**
M. Sc. Managerial Decisions and Operation Research. Magna Cum Laude
Only recipient of program scholarship for Academic Excellence in 2004

1999 – 2001 **TEL AVIV UNIVERSITY** **Tel Aviv, Israel**
B.Sc. Computer Science and Philosophy. Cum Laude, numerous merit awards in CS.
Completed one semester early while working 28 hours/week

COMMUNITY LEADERSHIP:

1999-2003 **MAHAPACH; Community Organizing NGO**
Chairperson (2001-2003)
Developed community centers in Jewish and Palestinian neighborhoods

1994 **Israel U20 Bridge Team**

IMMIGRATION STATUS: Permanent Resident (Green Card)