

Education **Yale School of Management** New Haven, Connecticut, USA
Master's degree in Business Administration (MBA), 1995, Concentration in Finance

University of California Los Angeles, California, USA
Bachelor of Arts, *magna cum laude*, Economics, 1993. Dean's List

Experience

2020-Present: Ben Gurion University, *Public Representative to the Executive Committee, Member of the Finance Committee* Israel

2020: Margalit Startup City Community, *CEO* Israel
Non-profit organization with a vision to create and promote 7 Regions of excellence from North to South in Israel

2019-2020: Ceragon Networks (NASDAQ: CRNT), *Head of Investor Relations*, Israel
Manage all Investor Relations activities including:

- ✓ Develop relationships with current and potential institutional investors and analysts.
- ✓ Present at investor conferences and conduct roadshows and one-on-one meetings.
- ✓ Prepare peer analysis, share performance analysis, shareholder mapping, analyst consensus, investor feedback and perception studies.

2003-2019 ICL, *Senior Vice President* Israel, Germany, Netherlands
Served in various senior leadership positions in a leading global Specialty Minerals and Chemicals company.

2018-2019 *SVP HR Business Partner PS and IAS Divisions*, Israel
Manage Human Resources for the 2 largest Divisions in ICL with 6,000+ employees.

- ✓ Build and support the managers to ensure organizational effectiveness.
- ✓ Manage Talent and succession planning.
- ✓ Manage the Culture and Engagement of the managers and employees to take ICL on the road to become Employer of Choice.

2018-2019 *SVP ICL Israel and Investor Relations*, Israel
Manage ICL Israel Professional Service Center: Finance; HR; Legal; Administration & Security; Procurement; IT and Investor Relations.

- ✓ Lead the Israeli Shared Services strategy to support the business in a professional, service oriented and cost effective manner: Improve the service levels, build SLAs and KPIs and plan and execute efficiency programs.
- ✓ Initiated and managed an Advisory Forum with our customers to enable a direct and structured dialogue and to drive change initiatives.
- ✓ Manage the Investor Relations activities of the company.
- ✓ Member of the ICL Investment Committee.

2013-2016 *General Manager ICL Europe*, Germany and The Netherlands

- ✓ Manage the buildup of the European Shared Services Center including building the Detailed Design.

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- ✓ Manage overall ICL EU HQ activities including Finance, Legal and HR Services to European entities, in alignment with ICL Service model to ensure operational excellence and cost effectiveness.
- ✓ Support cross European alignment for Procurement and IT Services. Support and enable regional related initiatives directed by ICL.

2003-2013 ***Vice President Investor Relations and Communications***, Israel

Built the Investor Relations, Public Relations and Internal Communications team in ICL's Headquarters reporting directly to the CEO.

- ✓ Developed relationships with current and potential investors and analysts overseas and in Israel; present at investor conferences, conduct roadshows, conduct one-on-one meetings and site tours.
- ✓ Responsible for all external communications: presentations, press releases, analyst meetings and calls, Annual Report, website and media articles and interviews.
- ✓ Participated in Board meetings and committees of ICL and its subsidiaries.
- ✓ Conducted peer analysis, share performance analysis, shareholder mapping, analyst consensus, investor feedback and perception studies.
- ✓ Developed and maintained relationships with investment banks.

1995-2002: JPMorgan Chase New York, USA; Tel Aviv, Israel; London, UK

1999-2002 ***Israel Client Management, Investment Banking***

- ✓ Set up investment banking representative office in Israel.
- ✓ Managed relationships with target industries and companies: Media and Telecommunications, Financial Institutions, State of Israel, Conglomerates, Shipping and Technology.
- ✓ Range of products and transactions included advisory, derivatives, fixed income, equity, private placements and syndicated loans.

1995-1999 ***Assistant Vice President, Management Consulting Center***

- ✓ Participated in a \$100 million sourcing related project designed to improve the efficiency and effectiveness of Chase's purchasing of temporary help practices that resulted in \$18 million of savings.
- ✓ Participated in a six months assignment in the UK focusing on process redesign and vendor consolidation for Human Resources: temporary help, executive hiring and training, transferring procurement knowledge from the US to the UK in the aftermath of the Chase-Chemical merger.
- ✓ Analyzed and redesigned Chase's national credit card company's existing Balanced Scorecard monthly management reports measuring productivity, efficiency and profitability.

1985-1987: Israel Defense Forces Israel

Tank Instructor, Major Private