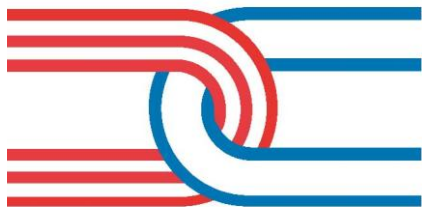


AMERICA – ISRAEL



FRIENDSHIP LEAGUE



Israel-America
Chamber of Commerce
לשכת מסחר ישראל-אמריקה

A PARTNERSHIP OF BUSINESS INNOVATION

November 29th, 2011

Israel Day at the New York Stock Exchange



Ronny Bassan

Executive Vice President

America Israel Chamber of Commerce and Industry

Ronny Bassan is the Executive Vice President of the America Israel Chamber of Commerce and Industry, a position she has held since 1986. Previously, Ronny taught urban planning at Hunter College and directed the Graduate Program in Urban Planning's international fellowships program (e.g. USDOS Humphrey Fellowship Program), continuing as an adjunct professor until 1991. In her position at the Chamber, Ronny has promoted bilateral trade relations, investment and partnerships between US and Israeli businesses and academic institutions. She has strong working relationships with the US Departments of Commerce and Energy, USTR, US-Israel Science & Technology Foundation, BIRD Foundation, Empire State Development, NYC Economic Development Corporation and the US Chamber of Commerce.

She has conceptualized and directed the US-Israel business exchanges which have introduced Israeli companies, government representatives and academic researchers to NYS's Centers of Excellence, and organized Governor Pataki's trip to Israel to open the NYS Trade Office in Jerusalem. Recognizing the huge potential for collaboration in research, products and technologies in fast growing sectors, Ronny organized conferences in nanotechnology, alternative energy and green buildings to bring together US and Israeli companies, organizations and institutions. She also played a major role in the reclassification of Israel by MSCI to developed market status (from emerging market classification) which will open new markets for foreign and institutional investors.

Ronny has led training sessions for Israeli companies seeking to enter the US marketplace, consulted to Israeli government offices and trade associations, and, most recently, spoke at the Eilat-Eilat Renewable Energy Conference. A graduate of Hunter College (Magna Cum Laude) and Hunter's Graduate Program in Urban Planning. Ronny received the American Planning Association's Outstanding Student Award for "academic achievement, leadership, commitment to planning and community service." Active in both Jewish and secular causes, Ronny has served on the boards of Community Free Democrats, Hadassah, National Hispanic Field Service Program (HUD-UDAG), American Jewish Congress and US-Israel Women to Women.



Daniel Birnbaum

CEO, SodaStream

Daniel Birnbaum has served as our Chief Executive Officer since January 2007. From 2003 to 2006, Mr. Birnbaum was the General Manager of Nike Israel. Mr. Birnbaum was a founding member of Nuvisio Corporation, a technology startup, and served as its Chief Executive Officer from 1999 to 2002.

In 1995, Mr. Birnbaum established Pillsbury Israel and served as its Chief Executive Officer until 1999. Mr. Birnbaum holds an M.B.A. from Harvard Business School and a B.A. from The Hebrew University of Jerusalem.



Kenneth Bialkin

Chairman America-Israel Friendship League

Partner, Skadden, Arps, Slate, Meagher & Flom LLP & Affiliates

KENNETH J. BIALKIN is a partner in the New York law firm of Skadden, Arps, Slate, Meagher & Flom LLP. From 1967 to 1987 he taught Federal regulation of securities at New York University Law School, where he was adjunct Professor of Law. He is a former chairman of the Business Law Section and of the Committee on Federal Regulation of Securities of the American Bar Association and is currently Chairman of the Committee on Insider Trading Legislation of the Association and a member of the National Conference of Lawyers and Certified Public Accountants Committee. He is past President of the New York County Lawyers' Association. He has lectured and written extensively in the fields of corporation finance and securities regulation. Mr. Bialkin is a graduate of the University of Michigan and of Harvard Law School. He served as a director and chairman of the audit committee of The Municipal Assistance Corporation for the City of New York. He has served as adviser to the Federal Securities Code Project of the American Law Institute and to the Corporate Governance Project of the ALI, as well as on advisory committees of the Securities and Exchange Commission, the New York Stock Exchange and the American Stock Exchange.

KENNETH J. BIALKIN was Chairman of the Conference of Presidents of Major American Jewish Organizations from 1984 to 1986, National Chairman of the Anti-Defamation League of B'nai B'rith from 1982 to 1986; President of the Jewish Community Relations Council of New York from 1989 to 1992, and President or Chairman of the American Jewish Historical Society from 1997 to 2007. He is currently serving as Chairman of the Board of the America Israel Friendship League, Chairman of the Archive of the American Soviet Jewry Movement of the AJHS, and secretary and a trustee of Carnegie Hall.



Myron Brilliant

Senior Vice President, International Affairs, U.S. Chamber of Commerce

Myron Brilliant is senior vice president for International Affairs at the U.S. Chamber of Commerce, where he is responsible for driving the global business strategy of the organization. He represents the Chamber and its members before foreign governments and business leaders and oversees the largest international affairs team in Washington, D.C.

Brilliant previously served as the Chamber's vice president for Asia. In that role, he significantly expanded the staff, reach, and impact of the Chamber's Asia policy program. Recognizing his broad-based business coalition building, *Washingtonian* magazine in January 2007 dubbed

Brilliant a key player in its "Who's Who Guide" of influential leaders on U.S.-China economic policy. His Asia efforts also focused on promoting free trade agreements with Singapore, Australia, and South Korea.

In the International Affairs Division, Brilliant has pioneered the Chamber's country-specific business initiatives, most recently with Mexico and Israel, both launched in 2010. He is frequently quoted in the media on a broad range of issues relating to the international business climate and trade policy, and he is a regular guest on CNBC, CNN, and other news programs.

In addition, Brilliant serves on the boards of the U.S. Council for International Business, the Center for International Private Enterprise, and business councils focused on U.S. commerce with South Korea, New Zealand, and Pakistan. He is a member of the National Committee on United States-China Relations. From 2004 to 2009, he served as president of the U.S.-Korea Business Council, an organization committed to strengthening U.S.-Korean economic ties. Brilliant also serves as a senior advisor to companies investing overseas.

Before joining the Chamber in 1994, Brilliant was an attorney with Stewart and Stewart in Washington, D.C., specializing in international trade issues. He received his J.D. from American University's Washington College of Law and his B.A. in government and politics from the University of Maryland. He is married and has three children.



Moshe Gaon

Chairman, Gaon Holdings

In his capacity as active Board Chairman since June 2008, Moshe Gaon leads the Directorate at Gaon Holding, and acts as chairman and director at various subsidiary companies of the Gaon Holdings Group.

He is the Chairman of Gaon Agro Group, Gaon's water and cleantech arm. Gaon Agro is Israel's most interesting holding company in the water sector, consisting of the world leading water incubator Kinrot, the AquaAgro Fund and a number of water focused industrial and project companies.

Gaon Agro is the only Israeli holding company which covers the full range of the water cycle from early stage water technology innovations to fully developed products and projects in Israel and around the world.

He also serves as the Chairman of AquaAgro Fund's Investment Committee and is considered among Israel's prominent leading speakers on the issue of water.

Gaon Also serves as the Israeli Co-Chairman of the USICF- US-ISRAEL Cleantech Forum, of the Israel-America Chamber of Commerce and Industry (AmCham Israel).

Gaon is considered among Israel's leading strategic business and political thinkers.

Gaon holds an M.S. in Advertising from Northwestern University, USA; and a B.A. in Political Science & Communication from Tel Aviv University.

Moshe Gaon, 47, is a father of four.



Pimm Fox

Anchor, Bloomberg Television and Radio

Pimm Fox is a Bloomberg Television anchor and Bloomberg Radio host of the in-depth investment program, "Taking Stock with Pimm Fox", which airs weekdays on Bloomberg Radio and Bloomberg Television. Fox also co-hosts Bloomberg Businessweek Radio with Ken Prewitt on Bloomberg Radio.

As the host of Taking Stock, Fox provides unique access into the world of professional investing through conversations with top Wall Street analysts, fund managers and CEOs. Taking Stock offers insight into how company news, long-term strategy, trading tactics and market techniques impact stocks, bonds and commodities. During his career at Bloomberg, Fox has interviewed business chiefs and investment gurus including Netscape founder Jim Clark, SunAmerica founder Eli Broad, and Berkshire Hathaway Chairman and CEO Warren Buffett.

Pimm Fox joined Bloomberg in 2006, after overseeing financial services coverage for the Dow Jones News Service in London. He also served as a guest commentator for CNBC and the BBC and was published by The Institutional Investor, Newsweek, and The New York Times. Fox has also served as director of the Charles Schwab Smart Investor website, as well as West Coast bureau chief for Computerworld magazine.

Based in New York City, Pimm Fox received a bachelor's degree in architecture from Columbia University. He penned the "hometown news" while serving in the U.S. Navy.



H.E. Ambassador Dan Gillerman

Chairman, Israel Board of Directors, AIFL in Israel

Ambassador Gillerman is Chairman of Markstone Capital Group, Israel's largest Private Equity Fund. The Fund Has invested in some of Israel's major sectors, including the Industrial, Retail and Financial ones. Prior to joining the fund, Ambassador Dan Gillerman served in both public sector and private sector leadership positions. As Israel's 13th Permanent Representative to the United Nations during 2003-08, Ambassador Gillerman was instrumental in passing numerous resolutions in the General Assembly and Security Council, including the first successful Israeli resolutions ever adopted by the U.N. Ambassador Gillerman served as Vice-President of the General Assembly in 2005, the first Israeli in this position since Abba Eban in 1952. During his tenure, he forged close relationships with many world leaders and diplomats, including from Arab and Muslim countries that do not have diplomatic relations with Israel. Before serving at the U.N., Ambassador Gillerman served as CEO of several Israeli companies in the chemical, food ingredient, agricultural, and technology sectors. He was Chairman of the Federation of Israeli Chambers of Commerce, and served on the board of major commercial banks and the Central Bank of Israel. Ambassador Gillerman is Chairman of Gillerman Global, Chairman of the International Forum of INSS (the Institute for National Security Studies), Chairman of the Public Council of the Israel Philharmonic Orchestra, Chairman of the America-Israel Friendship League and member of Board of the Aspen Institute in Italy. He was previously also a member of the Prime Minister's National Economic and Social Council, Chairman of the Israel-British Business Council, and a member of the Executive Board of the International Chamber of Commerce, the World Business Organization. Ambassador Gillerman is the recipient of an honorary doctorate from Bar Ilan University. Ambassador Gillerman and his wife Janice have two children, Karen and David, and five grandchildren, Ron, Jonathan, Lia, Gaia and Adam.



Arianna Huffington

President & Editor in Chief, The Huffington Post Media Group

Arianna Huffington is the president and editor-in-chief of the AOL Huffington Post Media Group, a nationally syndicated columnist, and author of thirteen books.

In May 2005, she launched The Huffington Post, a news and blog site that quickly became one of the most widely-read, linked to, and frequently-cited media brands on the Internet.

In 2006, and again in 2011, she was named to the TIME 100, TIME MAGAZINE'S list of the world's 100 most influential people.

Originally from Greece, she moved to England when she was 16 and graduated from Cambridge University with an M.A. in economics. At 21, she became president of the famed debating society, the Cambridge Union.



Joshua Kiernan

Partner, White & Case Law Firm; Head of Israeli Practice
Member of the Board, Israel-America Chamber of Commerce

Josh Kiernan is a partner at the global law firm White & Case where he runs the firm's Israel Practice, as well as being head of the firm's European Equity Capital Markets Practice and Co-Global Head of the firm's Technology Practice. Josh is also a member of the Board of the Israel-America Chamber of Commerce and the Board of Adam Teva v'Din, Israel's leading environmental advocacy group.

Josh is a NY-qualified lawyer whose practice focuses on capital markets and M&A transactions. Under Josh's leadership, White & Case has established the leading Israel Practice among international law firms.

Over the last decade the firm has been the leader in Israeli capital markets work, having advised on the two largest-ever Israeli IPOs for Oil Refineries Ltd. and AFI Development. White & Case has also advised on IPOs and other capital markets transactions involving numerous other Israeli companies including SodaStream, Mellanox, MediaMind, Given Imaging, Saifun, Ormat, Voltaire, Allot, Ituran, PowerDsine, Wintegra, ECI, Aladdin, Audiocodes, Delek, Bezeq, Dor Alon, Frutarom, Plaza Centers and Makhteshim-Agan.

On the M&A front, under Josh's leadership White & Case has advised on M&A transactions and acquisition financings for many of Israel's leading industrial, technology, finance and real estate companies including TEVA, Strauss Group, The Israel Corporation, Israel Chemicals, Netafim, IDB, Makhteshim-Agan, Frutarom, Gazit-Globe, Central Bottling Company, Provigent, NICE Systems and Bank Hapoalim.

White & Case also has the leading financial institutions practice group in Israel and Josh advises almost every major global financial institution active in the Israeli market, including BofA/Merrill Lynch, Barclays, BNP Paribas, Citigroup, Credit Agricole, Credit Suisse, Deutsche Bank, Goldman Sachs, HSBC, Jefferies, J.P.Morgan, Morgan Stanley and UBS.

Josh is a native of New York City where he attended the Collegiate School and later received his B.A. from Columbia University and J.D. from Brooklyn Law School. Josh is also a veteran of the Israel Defense Forces.



Ester Levanon

Chief Executive Officer, Tel Aviv Stock Exchange

In June 2006, Mrs. Ester Levanon was appointed Chief Executive Officer of the Tel-Aviv Stock Exchange.

Since her appointment, Mrs. Levanon aims and strives to expose the TASE internationally, as part of the process of turning the TASE into a global exchange. During that period of time, the Tel Aviv Stock Exchange has been promoted to developed market status by FTSE and MSCI.

Mrs. Levanon joined the Tel Aviv Stock Exchange in 1986; she held the position of Executive Vice President - CIO & Head of Operations (formerly: Senior V.P, V.P).

Mrs. Levanon is responsible for turning the Tel Aviv Stock Exchange into a fully automated Exchange, upgrading it to one of the most advanced Stock Exchanges as well as one of the very few that offers a fully automated trading in securities, bonds, T-bills and derivatives alongside fully automated - paperless clearing and settlement.

Between the years 1973 and 1985 Mrs. Levanon established and managed the Computer Division of the Israeli Security Service.

Mrs. Levanon holds a M.Sc. in Mathematics from the Hebrew University, Jerusalem. In 1998, she attended the Advanced Management Program at Harvard Business School, U.S.A.



Robert LoCascio

CEO, LivePerson, Inc.

Robert LoCascio is the founder and CEO of LivePerson, a leading provider of intelligent engagement solutions, enabling many of the world's top brands to create meaningful online connections with their customers.

Coming from a family of entrepreneurs, Rob built his first company, IKON, in 1991. Rob's determination to succeed fueled the vision to create LivePerson in 1995. By 2000, the company had made enough headway to complete an initial public offering. LivePerson survived the dotcom bust of 2001, and continues to grow amidst a challenging economic environment by delivering measurable value to its customers. Rob was recognized for his exemplary leadership in 2010 with a GIL (Growth, Innovation and Leadership) CEO of the Year Award from Frost & Sullivan. LivePerson is now a thriving public company, dual listed on NASDAQ and TASE, with \$100 million plus of revenue and a half billion market cap. Currently, more than 8,500 companies are using LivePerson technology to facilitate real-time sales and customer service, including Cisco, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz. LivePerson has received the CODiEs for Best Ecommerce Solution in 2011, has been named one of America's 25 Fastest-Growing Tech Companies by Forbes in 2011, and Company of the Year by Frost and Sullivan in 2010.

Beyond his business, Rob is deeply committed to connecting with his local community. He is the founder of Feeding NYC, a hunger-relief project that feeds thousands of families - virtually every shelter in New York City every Thanksgiving. This work earned him the title of "Person of the Day" by Huffington Post in 2010.



The Honorable Governor Jack Markell, State of Delaware

Governor Jack Markell is focused on growing the economy, creating jobs, strengthening schools and protecting taxpayers. When he took office in 2009, he inherited a record budget shortfall, rapidly rising unemployment, and a stagnant economy.

Since then, he has helped open shuttered manufacturing facilities, won President Obama's "Race to the Top" competition for progress in public school reform, and signed new laws to drive improvements in the economy, environment, and education.

Governor Markell, 50, was born and raised in Newark, Delaware and graduated from Newark High School along with his wife, Carla. He went on to receive an undergraduate degree in economics and development studies from Brown University and an MBA from the University of

Chicago. Governor Markell is a Henry Crown Fellow and a Rodel Fellow at the Aspen Institute. He resides in Wilmington, Delaware with his wife Carla Markell, and their two children, Molly (18) and Michael (15).

Governor Markell brings innovative public and private sector experience to the Office of Governor. He began his career in the private sector helping lead the wireless technology revolution as the 13th employee at **Nextel** (a name he coined), where he served as Senior Vice President for Corporate Development. His other business experience includes a senior management position at **Comcast Corporation**, work as a consultant with **McKinsey and Company** and as a banker at **First Chicago Corporation**.

He was elected State Treasurer in 1998, winning three consecutive terms, including his last re-election in November of 2006 with an overwhelming 70% of the vote. As State Treasurer, Governor Markell worked tirelessly to improve the lives of Delawareans through innovative programs aimed at cutting spending and improving fiscal responsibility. He has been recognized in Delaware and across the country as a leader in promoting policies to help all people achieve their economic potential.

Governor Markell has also worked to advocate on behalf of Delawareans and bring national attention to his home state through a number of leadership roles:

- Vice Chair of the National Governors Association (NGA)
- Co-Chair of the Common Core Standards Initiative, a joint effort of NGA and the Council of Chief State School Officers to develop Common Core Standards for education
- Board Member, National Assessment Governing Board, nominated by US Education Secretary, Arne Duncan
- Chairman of the National Board of Directors for Jobs for America's Graduates (JAG)
- Former Chair of the Democratic Governors Association (DGA)
- Former Chair of the Education, Early Childhood and Workforce Committee, NGA (July 2010 - Dec 2010)
- Former Vice Chair of the NGA Economic Development and Commerce Committee (Jan 2010 - July 2010)



Nechemia (Chemi) J. Peres

Managing General Partner, Co-founder, Pitango

Chemi Peres is a Managing General Partner and Co-Founder of Pitango. In 1992, he founded the Mofet Israel Technology Fund, an Israeli venture capital fund publicly traded on the Tel Aviv Stock Exchange, which he managed until 1996, when he co-founded Pitango.

Prior to Mofet, Chemi was VP Marketing & BD at Decision Systems Israel (DSI), and a senior consultant to Israel Aerospace Industries (IAI). Chemi served as a pilot in the Israeli Air Force for 10 years.

Mr. Peres holds an MBA degree and a Bachelor of Science degree in Industrial Engineering & Management from Tel Aviv University (TAU).

He continues to be involved in TAU, by serving on the Board of Directors of Ramot, the commercial arm of the University, and as Chairman of the Advisory Board of the Faculty of Management.

Chemi also serves on the Board of Governors of the Weizmann Institute of Science, and Bezalel Academy of Arts & Design, Jerusalem.

He is also a member of the board of the Friends Association the Interdisciplinary Center (IDC), Herzliya.

Chemi gained extensive board experience having previously served on the boards of several companies publicly traded on NASDAQ such as AudioCodes, Voltaire and other Pitango portfolio companies, and Koor Industries, one of Israel's leading conglomerates (NYSE: KOR) among others. He currently serves on the boards of numerous Pitango portfolio companies such as Focal Energy, Olive Software, Radwin and others

Chemi is a co-founder of the Israel Venture Association, IVA (Now known as High Tech Industry Association, HTIA) and served as Chairman of the Board during 2003-2004.

Mr. Peres was Chairman of Israel America Chamber of Commerce 2008-2011.

He also serves as a board member in several non-for-profit organizations among them are Matan (Investing in the community), and the Rothschild Caesarea Foundation.



Sherwin b. Pomerantz

President & Founder, Atid E.D.I. Ltd.

Sherwin Pomerantz, is a former Vice-President of Luz Industries Israel Ltd., developers of 354mw of solar electric generating power in Southern California, with senior management responsibilities in policy development, public relations, administration, international relations and operations.

Formerly President of Controls for Industry Inc. in Chicago, he graduated with engineering degrees from New York University (**BS-Industrial Engineering**) and the University of Illinois (**MS-Mechanical Engineering**) and received advanced **MBA** education at Northwestern University.

Mr. Pomerantz founded E.D.I. twenty years ago along with three other partners and they have been involved in economic development work ever since. The company functions as consultants to **Israel's Ministry of Industry, Trade & Labor's Investment Promotion Center**, and is responsible for the conception and preparation of much of their English language publicity material. E.D.I. also represents the trade and investment interests, in the Middle East, of a number of U.S. states, including **Delaware, Illinois, New Mexico, Oklahoma, and Pennsylvania** and has associates in Amman (Jordan) and Istanbul (Turkey) as well. The company also operates as the Israeli Liaison Office of California's **Merage Institute**, is the strategy consultant to the projects of the **Mandel Foundation** in Israel and represents the Israeli interests of LARTA, the **Los Angeles Regional Technology Alliance**. EDI also consults to the **Virginia Economic Development Corporation** and **Enterprise Ireland**.

Mr. Pomerantz is married to the former Rishona Itzkowitz, and, between them, they have three children: Debi, married with 4 children and living in Los Angeles; Aari, married and a lawyer in New York; and Sarah, married with 6 children living in Beitar Illit, Israel.



Jeff Pulver

Entrepreneur, Blogger; Founder, 140 Character Conference

Jeff Pulver has been called "a habitual entrepreneur who likes to start Internet communications companies". He is known globally as someone who helped popularize the use of Voice over IP (voip) and as the co-founder of Vonage. In 2009 he created the global #140 Characters Conferences, which explores the emerging real-time Internet.

On February 12, 2004, Mr. Pulver's petition for clarification declaring Free World Dialup as an unregulated information service was granted by the Federal Communication Commission (FCC). This landmark decision by the FCC was the first decision it made on IP communications.



Zvi S. Rome

Chairman, Energy Committee, Israel-America Chamber of Commerce

Zvi Rome is the founder of Petco Int'l, established in 1981. Petco is an American energy project development group, based in Washington, DC. Under his leadership, Petco has implemented several large energy projects in the state of Israel and the Region, and has fostered industrial cooperation between leading American firms and Israeli partners. For over two decades, Petco development projects have resulted in over \$3B. in additional sales to its clients. Petco projects include: Delivering over 12 million tons of Consol US coal to Israel Electric power plants; Assisting the Gov't of Israel privatize its two refineries; Helped Wood Group Power execute an EPC contract for an 800MW power plant, currently under construction in Ashkelon.

Mr. Rome resides in Israel and attends bi-monthly meetings at Petco's DC office. His civic activities include: Int'l Advisor to the US Energy Assoc. at the Dept. of Energy; and Senior Advisor to the US Atlantic Council's Energy Security Committee. Mr. Rome is married to Barbara Opall-Rome and has 4 children.



Yacov Shamash

Vice President for Economic Development

Dean, College of Engineering and Applied Sciences, Stony Brook University

Dr. Shamash is Vice President for Economic Development and the Dean of the College of Engineering and Applied Sciences at Stony Brook University. As Vice President, Dr. Shamash supervises the University's three incubators, two New York State Centers for Advanced Technology, the Center of Excellence in Wireless and Information Technology (CEWIT), the Advanced Energy Research and Technology Center (AERTC), the Small Business Development Center, and the workforce development programs of the Center for Emerging Technologies. The College of Engineering and Applied Sciences has more than 2,000 undergraduate and 1,300 graduate students. During his tenure, College research expenditures have increased six fold to \$30M per year. In 1994 he helped establish the highly successful state-wide SPIR program (Strategic Partnership for Industrial Resurgence). During the past ten years, working through the SPIR program, the College has partnered with more than 395 companies to assist them with more than 2,127 projects.

Prior to joining SUNY Stony Brook in 1992, Dr. Shamash served as the Director of the School of Electrical Engineering and Computer Science at Washington State University when he established the National Science Foundation Industry/University Center for the Design of Analog/Digital Integrated Circuits.

He is a member of the Board of Directors of Keytronic Corp., American Medical Alert Corp., and Applied DNA, Inc. He is also a member of the Long Island Software & Technology Network (LISTnet) and the Long Island Angel Network.

Dr. Shamash has also held faculty positions at Florida Atlantic University, the University of Pennsylvania and Tel Aviv University. He received his undergraduate and graduate degrees from Imperial College of Science and Technology in London, England. He has authored more than 130 publications and is a Fellow of the IEEE.



Dr. Karl Steiner

Senior Associate Provost for Research Development
Professor, Electrical and Computer Engineering
Professor, Biomedical Engineering Program
University of Delaware

Dr. Karl V. Steiner is the Senior Associate Provost for Research Development at the University of Delaware, a Professor in the Department of Electrical and Computer Engineering and a Professor in the Biomedical Engineering Program. In his current position, Steiner is working closely with institutional and faculty leaders to develop and support high profile, interdisciplinary research initiatives, especially in the areas of health sciences, energy, and the environment, as identified

in the University's "Path to Prominence" Strategic Plan.

Dr. Steiner joined the University of Delaware in 1984 and has served in leadership roles in numerous major multidisciplinary programs funded by NIH, NSF, DoD, DoE, the State of Delaware, foundations and the private sector. He has been instrumental in leading and securing well over \$100 million in externally funded programs for University and statewide initiatives.

Prior to his current position as Senior Associate Provost for Research Development at the University of Delaware, he served as the founding Associate Director of the Delaware Biotechnology Institute (DBI) from 2000 to 2008, where he oversaw the growth of the Institute from a concept into a thriving, \$150 Million initiative with a state-of-the-art laboratory housing over 180 researchers. Steiner also led the initiative of establishing a statewide network of academic and clinical institutions to develop a thriving life sciences community in the State of Delaware.

Before joining DBI, Dr. Steiner served as the Executive Director of the University of Delaware Center for Composite Materials, an interdisciplinary research center in the College of Engineering, and one of the foremost academic research centers in its field that prides itself on working closely with industry in collaborative endeavors. From 1996 to 1998 he was the Founding Executive Director of the Fraunhofer USA – Research Center Delaware, a subsidiary of the German Fraunhofer Society, one of the largest non-profit applied research organizations in the world. This initial Center has since evolved into the highly successful Fraunhofer Center for Molecular Biotechnology.

Dr. Steiner has over twenty-five years of research experience and has contributed over 75 technical publications to international journals and conference proceedings to computer visualization, image analysis methodologies, haptic simulations, nondestructive evaluation and manufacturing science. He has advised and co-advised 23 Ph.D. and master's students, and more than 40 undergraduate senior theses.



Ofra Strauss

Chairperson of the Board, Strauss Group
Chairperson, Israel-America Chamber of Commerce

Ofra Strauss, owner and Chairperson of the Board of Strauss Group since 2001, a multinational food and beverage company headquartered in Israel.

The Group is comprised of five core business units: Strauss Israel (the second largest food and beverage company in Israel), Strauss Coffee, Strauss North America (Sabra Dipping Company joint venture with PepsiCo), chocolate chain Max Brenner and Strauss Water.

Strauss Group has established strategic partnerships with leading multinationals companies including: PepsiCo and Frito-Lay, Danone, Haier and TPG Capital.

The company operates in 17 countries and employs 14,000 people globally. In 2010, had a net revenue of \$1.83 billion in turnover with 46% generated by international activities.

Ms. Strauss, who holds an LLB from Tel Aviv University, is dedicated to the promotion of social issues and has spent many years actively doing so. Chairperson of Ma'ala, Israel's leading membership based organization promoting corporate responsibility.

Ms. Strauss initiated the launch of Catalyst based census in Israel and is President of Jasmine, a non-profit promoting Jewish and Arab women who own small businesses. Ms. Strauss was recently appointed Chairperson of the Israel-America Chamber of Commerce.

Since 2003 Ms. Strauss has been ranked between 42nd and 47th in Fortune's List of the Most Powerful Women in Global Business. In 2009 the FinancialTimes ranked Ms. Strauss 12th in its list of the world's most influential women business leaders, and in 2010 she was ranked 16th.



Dr. Yossi Vardi

Entrepreneur

Dr. Joseph (Yossi) Vardi is a co-chair of DLD. With 40 years experience of co-founding, leading and participating in building over 60 high-tech companies, he is one of Israel's early entrepreneurs. Yossi co-pioneered instant messaging as the founding investor and the former Chairman of Mirabilis Ltd., the creator of the highly popular instant messaging program ICQ now owned AOL. Yossi Vardi looks back to an extensive government and public career. Serving, amongst others, include Director General of the Ministry of Energy and chairman of Israel's National Oil Company and Israel chemicals and of the Jerusalem Foundation. Numerous investments Yossi Vardi co-founded or helped to build went public, including answers.com, Scopus, Granite

and Lasers or have been acquired by Cisco, Aol, Yahoo, IAC, sierra wireless and others. He now acts on the advisory Board of Amdocs. Vardi served on boards of directors and advisory boards of numerous state and private corporations including Bezeq, Israel Electric, the Bank of Israel. He has also been an advisor to the CEO's of AOL, Amazon, and Allied Signal. He has received many awards, including two time the Prime minister of Israel Hi-Tech award for life achievements, the Industry prize, the Ramniceanu prize and C-E-O's Entrepreneurs Hall of Fame.



Dr. Eitan Yudilevich

Executive Director, BIRD Foundation

Dr. Eitan Yudilevich assumed the Executive Director position at the BIRD Foundation on January 1, 2006.

In his five years of tenure, BIRD's Board of Governors about 120 full-scale, joint U.S.-Israeli company-to-company projects. From the outset emphasis was given to new areas, such as Renewable and Alternative Energy, culminating in the initiation of a new U.S.-Israeli program named "BIRD Energy". Dr. Yudilevich has also successfully focused attention on regional cooperation, specifically, within the U.S.-Israel-Jordan cooperation program named "TRIDE".

He joined BIRD with vast international experience after a varied career in Israel and the U.S., including management of RAFAEL's operations in the U.S., General Manager of the Missiles Division and Vice President of Marketing and Business Development.

Dr. Yudilevich has been member or chairman of numerous boards of international joint ventures. He was also chairman of the board of Opgal, an electro-optics company, and served as director of RDC, a business development company jointly owned by Elron and Rafael.

Dr. Yudilevich completed his doctoral studies in computers and systems engineering in the field of medical imaging at Rensselaer Polytechnic Institute in Troy, New York. He earned his Master's Degree in mathematics at the Rensselaer Polytechnic Institute, and his Bachelor's and Master's Degrees in electrical engineering at Haifa's Technion.

His doctoral research resulted in several scientific papers published by highly regarded journals. He is a Senior Member of the IEEE and has been an active participant in IEEE Engineering Management conferences, where he has presented papers on innovation management and on Real Options for R&D project evaluation.

Dr. Yudilevich and his family have lived in the city of Karmiel, in the Galilee, since 1981. He serves (on a voluntary basis) in the Board of Directors of Karmiel's Economic Company and is a member of the Management Committee at the Ort Braude College, Karmiel.

Dr. Yudilevich was born in Santiago, Chile. He is married to Bruria and they have three children: Gali(1976), Ori(1980), Dan(1986).

Audrey Zibelman

President and CEO, Viridity Energy Inc.

Audrey Zibelman is the Founder, President and Chief Executive Officer of Viridity Energy, Inc. Ms. Zibelman formed Viridity after more than 25 years of electric utility industry leadership experience in both the public and private sectors. Ms. Zibelman is a recognized national and international expert in energy policy, markets and Smart Grid innovation. Prior to forming Viridity, Ms. Zibelman was the Executive Vice President and Chief Operating Officer of PJM, a Regional Transmission Organization that operates the world's largest wholesale power market and serves 14 states throughout the eastern United States. While there she was responsible for all aspects of PJM's transmission planning, market grid operations and corporate administration.

Ms. Zibelman was previously an executive at Xcel Energy, Inc., where at various times she oversaw transmission operations and planning, energy market trading, risk management, fuel procurement and renewable energy development. She is a former General Counsel of the New Hampshire Public Utilities Commission, and has participated as both counsel and expert in numerous electric utility proceedings before state and federal regulatory and legislative bodies. She has testified before Congress and federal and state agencies on the benefits of power markets and Smart Grids to consumers. Ms. Zibelman has also served on the Boards of numerous entities responsible for assuring the security and reliability of the nation's power system, including, Reliability First and the GridWise Alliance.

Ms. Zibelman earned her Juris Doctor degree from Hamline University Law School. She received her Bachelor of Arts degree from the Pennsylvania State University.



Dr. Ory Zik

Founder and CEO of Zik Energy Points Inc.

Passionate about global environmental solutions that are justified by math not myth, can change corporations and consumers behavior and be cost competitive. In 2010 founded Zik Energy Points Inc. (<http://www.energypoints.com/>) to enable corporations capture the value of sustainability in a quantitative and intuitive way.

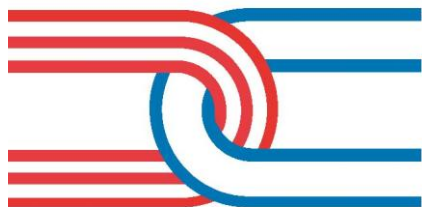
Before that was the founding CEO of HelioFocus Inc. (<http://www.heliofocus.com/>). The company develops solar thermal augmentation solutions for conventional power plants. Led it from 2007

to 2010 and currently serves on its board. The company is now growing in Israel and China with strategic partners such as Israel Corp and the Sanhua group.

Prior to HelioFocus, invented the technology and was the founding CEO of QuantomiX Inc. (<http://www.quantomix.com/>), which he led as CEO from 2000 through commercialization and sale 2006. The company was the first to visualize cells and tissues in their native wet state using an electron microscope.

Holds B.Sc. (cum laude) in Physics and Mathematics from Tel Aviv University; M.Sc. (cum laude) and Ph.D. in Physics from the Weizmann Institute of Science. Received National Amos De Shalit Physics prize. Was the curator of Israel's National Museum of Science. Holds worldwide patents. MIT research affiliate.

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