

THE FUTURE OF BUSINESS

FIND YOUR DREAM

27/03/2023

RADZYNER SUSTAINABILITY BUILDING,
HALL SL201

BUSINESS CONFERENCE 2023 SCHEDULE:

- 10:00-11:00 **Gathering- Small Business Fair, Photo Booth**
- 11:00-11:20 **Opening Remarks** - Prof. Niron Hashai, Dean, Arison School of Business
Lior Biner, Chairperson, Student Union, Reichman University
Yuval Tayar, Business Administration's coordinator & Director of the conference, Reichman University
- 11:20-12:20 **TED TALKS - FROM CRISIS TO OPPORTUNITY**
David Anolik, CEO, Gitam IM
David Woo, CEO, David Woo Unbound*
Shiri Birman Cohen, Former Marketing Director, Strauss
- 12:20-13:00 **Lunch Break**
- 13:00-14:00 **1 on 1 Interview**
Prof. Niron Hashai interview Rami Levy, CEO & owner of Rami Levy Supermarket Chain
- 14:00-14:30 **Break**
- 14:30-15:15 **Impact panel under the guidance of Onlife**
Naama Halevi-Peer, Director of the Social Banking Center, Bank Hapoalim
Leah Melamed Rainer, VP Marketing, Nestlé Ice cream
Natali Ziv, Head of PR & Communication, Europe Emerging & IL, TikTok
- 15:15-15:45 **Break**
- 15:45-16:45 **AI - THE REAL DEAL**
Ady Mor-Biran, Director of Innovation Center, Microsoft *
- 16:45-17:00 **Break**
- 17:00-17:45 **THE THEORY OF CREATIVITY**
Duncan Wardle, Former Head of Innovation & Creativity, Disney*

*These lectures will be delivered in English

