

Celebrating Sixty **60.**

TAU

Tel Aviv University Review | 2016



**The Coller School
of Management**

Reinventing business for
the digital future



TEL AVIV UNIVERSITY
Pursuing the Unknown



To Name Is to Know 14

Taxonomists at TAU's Steinhardt Museum of Natural History are playing a key role in the conservation of Israel's ecosystems.



Mind over Matter 19

New faculty recruit Dr. Liad Mudrik aspires to develop a system for monitoring and interpreting unconscious reactions in the brain.



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From scanning the brain to boosting the Internet's profitability, researchers at TAU's Coller School of Management are innovating business practices for the future.

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Dear Friends,

Sixty years ago, in 1956, a small university was established in Tel Aviv. Conditions were so humble that students sat in tiny chairs in classrooms meant for schoolchildren. However, even then faculty members and students aimed for the highest standards of excellence. They set the stage for the outstanding academic success that followed.

Now, in our 60th anniversary year, no one sits in little chairs anymore. Tel Aviv University has become Israel's largest, most dynamic and most entrepreneurial institution of higher education, enjoying global recognition for its bold spirit of innovation. TAU leads Israel's 70 colleges and universities in many top rankings.

Yet we remain humble; we don't claim to have all the answers. For us, every research breakthrough only triggers more questions to pursue. Some of these questions are raised in this issue of *TAU Review*. What is the future of business? What makes cities smart? How do we stop the digital invasion of our privacy? Can we cure Parkinson's? Understand the nature of consciousness? Apply Israeli expertise to global policy dilemmas?

Tel Aviv University's role in society is to open ever-more directions in science and scholarship, and to blaze new paths toward greater creativity.

Yours sincerely,

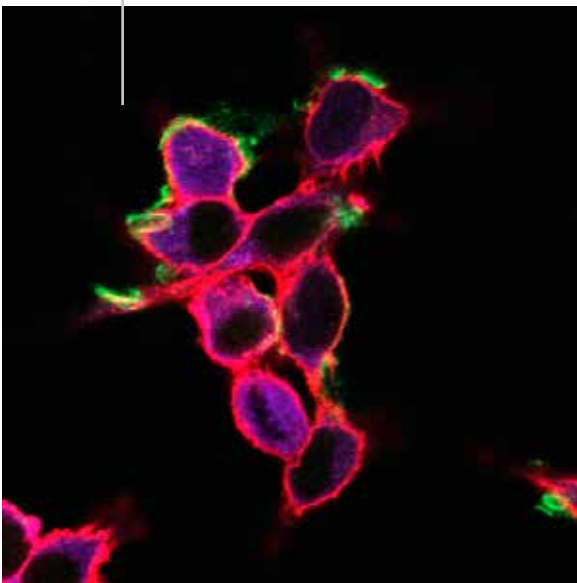
Professor Joseph Klafter
President, Tel Aviv University

Bored with Regular Circuit Boards

At \$60 billion in annual sales worldwide, printed circuit boards – or PCBs – lie at the heart of all computers, TVs, cell phones and other devices. Now, a new nanotechnology that could enhance the 3D printing of PCBs is on the way to commercialization after Ramot, TAU's technology transfer arm, signed an agreement with Israeli 3D electronics printing company Nano Dimension.

Traditionally, PCB production is lengthy and costly, involving drilling holes and threading wires onto a plastic slate. The new 3D printing method produces the entire board at the click of a switch and is far cheaper and more

efficient. The TAU invention uses nano-sized nickel particles for a new type of 3D printing ink, as well as for magnetic sensors that can be integrated into the PCB as motion detectors, contactless switches and more. The technology is being developed by Prof. Gil Markovich of the TAU Center for Nanoscience and Nanotechnology and Head of the Raymond and Beverly Sackler School of Chemistry; Prof. Alexander Gerber of the Raymond and Beverly Sackler School of Physics and Astronomy; and their research associates Dr. Einat Tirosh and master's student Leah Ben Gur.

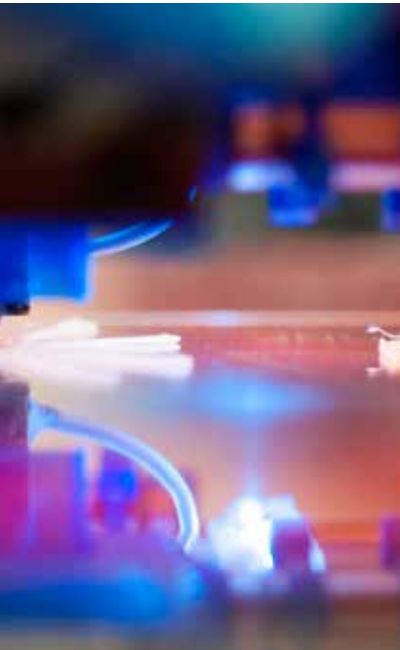


Game-Changing Parkinson's Treatment



Incubation of cells that mimic Parkinson's disease alpha-synuclein aggregation with the newly developed compound

An innovative technology that could potentially halt the progression of Parkinson's disease has been developed by Prof. Ehud Gazit, Director of TAU's BLAVATNIK CENTER for Drug Discovery, and his team member Dr. Ronit Shaltiel-Karyo. Parkinson's leads to the brain's inability to control bodily movements and affects an estimated 10 million people worldwide. While current drugs are only able to treat the disease's debilitating symptoms, the TAU team has developed a molecule that can prevent the buildup of tiny nano-clusters of proteins in the



 3D printing of a circuit board

brain, a major cause of Parkinson's. The drug candidate is now being developed by international pharmaceutical company Dexcel Pharma Technologies Ltd., through a licensing agreement with TAU's technology transfer arm, Ramot. Prof. Gazit is also a member of TAU's George S. Wise Faculty of Life Sciences and Sagol School of Neuroscience.

Masada is most often associated with heroic death. Yet what excites Tel Aviv University archaeologist Dr. Guy Stiebel most about Masada is evidence of daily life there. To be more specific, he's fascinated by the 2,000-year-old garbage dump he uncovered on the legendary desert fortress. This semester, he is teaching a course about it called "Life in Garbage."

Dr. Stiebel joined the Jacob M. Alkow Department of Archaeology and Ancient Near Eastern Cultures of the Lester and Sally Entin Faculty of Humanities last year, but he has been excavating at Masada for 20 years. With his move to TAU, the dig moved with him.

Thanks to its isolated location and the dry desert air, Masada is remarkably well-preserved. For example, on an excavated sherd of a wine amphora

research on Masada exposes the social mechanisms and other details from the Great Revolt – such as on the women, children, lower classes, and even the priests who sought refuge there. These are all aspects of Masada that had been largely unknown until now.

Ultimately, Stiebel's approach proves that the people who lived on Masada – until their infamous mass suicide – were neither heroes nor fanatics, as they are often depicted in modern public discourse. "Both camps are wrong," Stiebel says. "The inhabitants of Masada during the Great Revolt did not form a monolithic society. It was a true mi-

Archaeologist Sheds Light on Masada's Vibrant Life

(jar), the Latin text is easily decipherable. It's the recipient's name written by the sender – in this case, it was shipped to King Herod by a Roman merchant. This was a status symbol, says Stiebel, just as drinking fine imported wine is today.

In fact, Stiebel draws many similarities between life then and now. For instance, the way Jewish rebels took over King Herod's abandoned fortress in the first century CE is similar to the way Iraqis pillaged Saddam Hussein's palace.

As much as we know about leadership at that time, Stiebel's nuanced



crocosm of life in the Province of Judea and even the whole world during that period," he continues, with enthusiasm. "Despite the images of death, the force of life there was much more powerful."

"In the end, the findings shed light on who we are today," he concludes.

Bringing Ancient Scripts to the Digital Age

Tel Aviv University has entered into an unlikely marriage to advance the study of the Dead Sea Scrolls. Biblical scholars, computer scientists and conservators have partnered to create a comprehensive virtual learning environment that will help reveal the scrolls' remaining secrets. For example, computer algorithms will match transcriptions of the scrolls with digital images of ancient handwriting – a method that has never been implemented before.

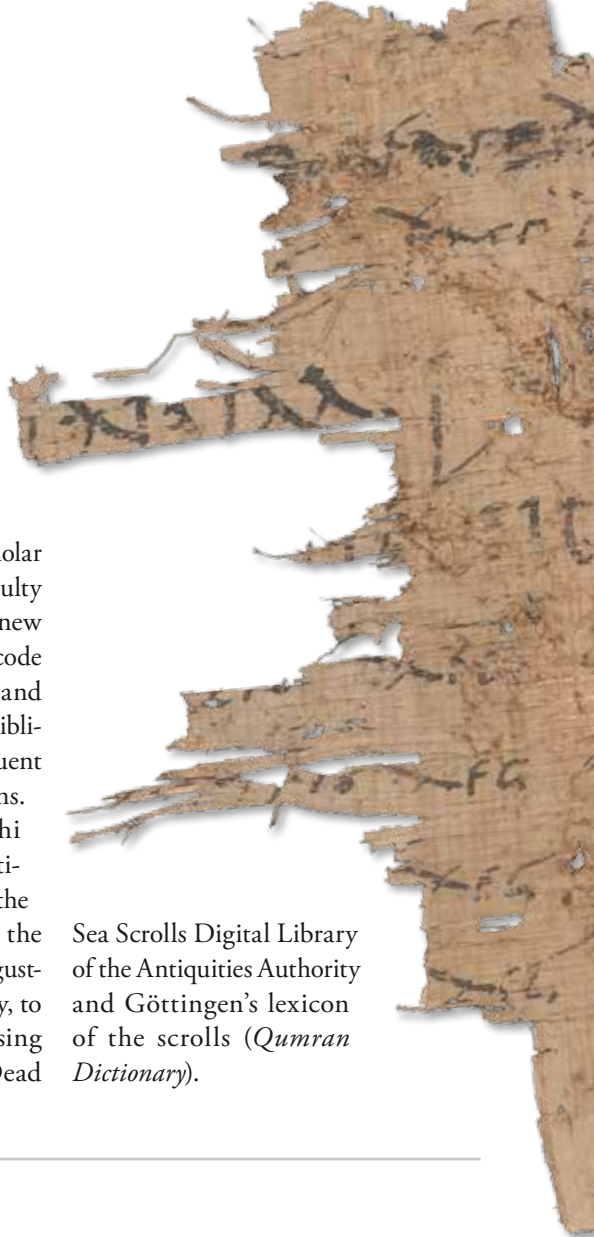
Profs. Nachum Dershowitz and Lior Wolf of TAU's Blavatnik School of Computer Science and their team based their methods on algorithms developed several years ago to analyze document fragments from the Cairo Genizah. They are also developing a

feature that will direct readers to similar or related pages, much as an online book or music store.

Dr. Noam Mizrahi, a biblical scholar at TAU's Lester and Sally Entin Faculty of Humanities, explains that the new technology will help researchers decode unknown words, join fragments, and understand the original context of biblical customs as well as their subsequent interpretations and implementations.

Dershowitz, Wolf and Mizrahi have recently embarked on a multi-year project with Haifa University, the Israel Antiquities Authority, and the Academy of Sciences and Georg-August-University in Göttingen, Germany, to implement these technologies using two databases: the Leon Levy Dead

Sea Scrolls Digital Library of the Antiquities Authority and Göttingen's lexicon of the scrolls (*Qumran Dictionary*).



Sleep disorders not only affect our home relationships and marriages, but reinforce gender roles, according to TAU sociologist Dr. Dana Zarhin.

Zarhin, a post-doctoral fellow at TAU's Edmond J. Safra Center for Ethics, studies the impact of obstructive sleep apnea on men and women from a social rather than medical perspective.

Whereas in some countries it is more acceptable for women to sleep in a different room to avoid bothering their partners (or be bothered by a snoring partner), in Israel most couples insist on sleeping together to retain good communication and intimacy. Yet, this often leads them to nudge or hit

Till Sleep Do Us Part?

each other, turning the bedroom into a "battlefield."

Zarhin found that married men generally do not seek medical care on their own initiative, but leave to their wives the task of researching options and scheduling doctor appointments. Thus, although neglecting health is considered to be morally questionable, these men are able to "save face" by entrusting their wives with their health. Single

men, on the other hand, are more proactive in seeking medical care.

This is the first study of its kind to analyze the effects of such disorders among different subsets of men, Zarhin points out.

She additionally found that women are troubled when their sleep problems disturb others, while men are more disturbed when their performance at work and elsewhere diminishes.

Zarhin's study reflects traditional perceptions in Israel of the male as provider and the female as caregiver. "You can learn a lot about sleep as a problem but also a prism for understanding family and gender relations," she says.

Throughout history, architecture has reflected the social and political trends of the day. Head of TAU's David Azrieli School of Architecture Dr. Eran Neuman has studied four commemorative Holocaust sites as a means of exploring how collective memory of the Shoah has evolved in different societies over time. For example, Neuman compared Daniel Libeskind's addition to the Berlin Museum to the newer Holocaust memorial in the same city by Peter Eisenman. The former was designed as a void to represent absence and death, he said. It is sacred, embodying a clear narrative of decimation. Conversely, the new Holocaust memorial is more open and in tune with its surroundings; people play, eat their lunch, and even kiss there. "It takes Holocaust memory one step forward," Neuman said. "It integrates it more with daily life." His comparative research was recently published in the book *Shoah Presence: Architectural Representations of the Holocaust*.



Architecture of the Holocaust



Holocaust Memorial, Berlin, by Peter Eisenman

We Are Who We Date

Did anyone ever tell you that your spouse resembles your mother or father? According to Prof. Eran Halperin of the Edmond J. Safra Center for Bioinformatics, this is more likely than you might think.

In a recent study conducted with colleagues in the US, Halperin proved that genetic composition is an important factor in choosing a mate among heterogeneous population groups. The findings were published in the *Proceedings of the National Academy of Sciences* and later featured on the Discovery Channel.

Results were attained through genetic testing based on mathematical models, using DNA samples from almost 3,000 individuals in the US of Mexican and Puerto Rican heritage.

Previously, it was already understood that people choose spouses who are similar to them. Yet this was explained sociologically through factors such as education level, socioeconomic status, and geographic origin. Now, Halperin and his team have proved that the tendency to marry people who look similar has genetic backing. For example, a Mexican-American who has 30% European genes will tend to marry someone with roughly the same percentage of European genes.



Furthermore, the study dispels the assumption of random mating. "We showed that married people tend to have more similar facial structure genes compared to people who are not married.

This suggests that people look for mates who resemble them or their relatives," explained Halperin, a member of the George S.

Wise Faculty of Life Sciences and the Blavatnik School of Computer Science, "but we'll have to look into this more closely."

Reinventing Management

How TAU-trained experts face – and embrace – the digital future at the newly dedicated Coller School of Management

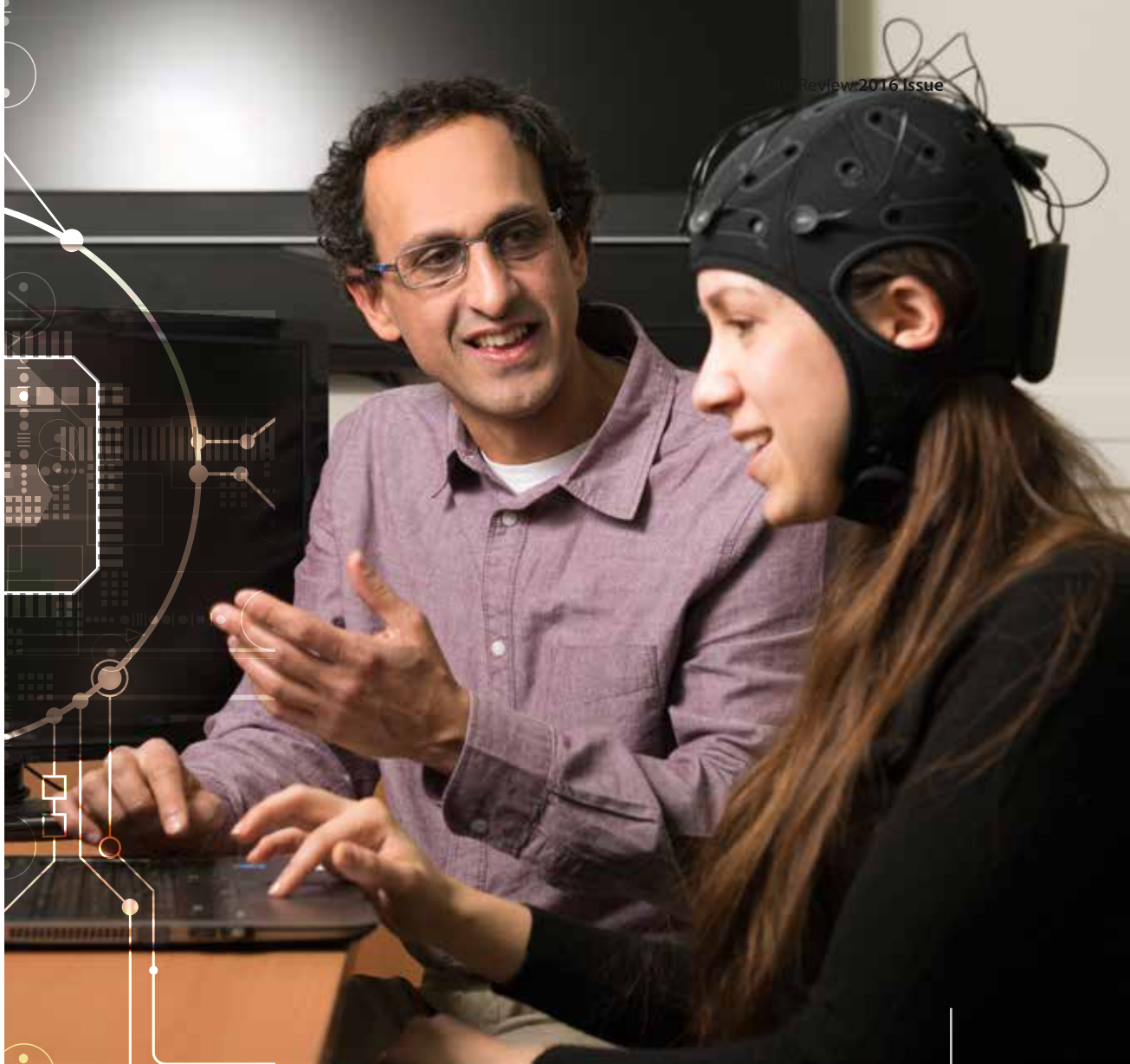
By Sandy Cash

With over 30 years of academic and industrial experience, one would think that Prof. Moshe Zviran – Dean of Tel Aviv University’s Coller School of Management – would find it easy to prepare for the courses he teaches in the business field. But according to Zviran, incumbent of the Isaac Gilinsky Chair of Entrepreneurship Technology Innovation and Management and former Vice Dean, each new year requires fresh lesson plans. That’s because educating tomorrow’s managers requires continually – and quite literally – reinventing the wheel.

“The recent sponsorship of the Management School by British entre-

preneur Jeremy Coller, together with the School’s decades-long track record, make us uniquely positioned to meet future challenges,” says Zviran. “The digital technologies of the Information Revolution are changing society as dramatically as the Industrial and Agricultural Revolutions did hundreds and thousands of years ago. No matter what we teach, whether it’s marketing, organizational behavior, cyber security, or venture, we use up-to-date examples and case studies to prepare our students to cope with what’s up ahead.”

Zviran says that disruptive technological advances are creating a new world – one that requires a dynamic



response by the management sciences. “The world is flooded with data, but unlike just a few years ago, when it was largely generated by organizations, today this data is pouring out of social networks, mobile devices and other sources,” he explains. “This creates opportunities, but also vulnerabilities – and an awareness of these overlapping trends has already been built into the Collier School of Management’s curriculum.

“As educators, we have to be methodological but, at the same time, also fast, innovative, and flexible,” he says, adding that TAU’s strength as a research institution helps prepare stu-

dents for their professional careers. “Our alumni include prominent leaders of the global digital economy – a concept that didn’t even exist a few years ago. This orientation toward adaptive management has long served as a ‘selling point’ for our alumni; students who trained here decades ago are meeting up-to-the-minute challenges as CEOs of major international companies like Teva Pharmaceuticals [see page 10] and Israel’s largest banks today.”

For fields predicted to have a strong impact on future management practices, TAU investigators are establishing guidelines for everything from leveraging the digital economy, to navigating

the evolving workplace, to co-opting recent discoveries about marketing and neuroscience. Published in the top academic journals today, these findings are expected to constitute foundational approaches for tomorrow’s business leaders.

Decoding the digital economy

“Big Data” is a hot subject at TAU, as researchers take the lead in deciphering how Internet searches can reveal critical information about people’s intentions, preferences and opinions. But how do we know which “bits of the big” are relevant? Dr. Tomer Geva, an industry veteran and TAU alumnus who joined



Neuromarketing expert
Dr. Dino Levy
and student
Shira Klorfeld

the Coller School of Management after completing a post-doctoral fellowship at Google, has demonstrated how to improve predictions of business outcomes, with a little help from his friends.

“When searching the Internet, people employ billions of different word combinations,” Geva says. “Using an online word-association task and a statistical procedure, we were able to identify the most important search terms, and amplify their predictive power. Ours was the first demonstration of how crowd-based sampling can slice through a mountain of digital data,

localize flu outbreaks or detect on-line bullying. Using data-driven methods for keeping up with the crowd – and the crowd’s evolving use of online platforms – leads to smarter business decision making.”

version” – through a calibrated social media strategy linked to varying levels of engagement.

In an experiment using a video-based website, she prompted participants for a series of responses – from a one-click



“Young managers need an updated toolbox for leadership, because we know that the next revolution – whatever it may be – is just around the corner.”

Dr. Gal Oestreicher-Singer



Rules of social engagement

One of the biggest challenges of the digital marketplace is making the Internet turn a profit. Recent research by Prof. Gal Oestreicher-Singer of the Management and Information Technology Group at the Coller School reveals how social media engagement can help turn visitors who are “just browsing” into members of a committed, paying community.

“Online journals frequently offer free access to a certain number of articles, hoping that readers will pay for more,” says Oestreicher-Singer, who was recently honored by the INFORMS Society as one of the world’s outstanding early-career academics in the field of Information Systems and is a winner of the Kadar Family Award for Outstanding Research. “But the people most likely to pay are not necessarily those who want to consume more content. Rather, they are the ones most actively involved in the site’s social ‘peripherals’ – they have more friends and post more in talkbacks and online forums. Content plus community is the key to site success.”

Oestreicher-Singer asserts that owners of digital content can promote click-through to payment – what’s known in the online marketing world as “con-

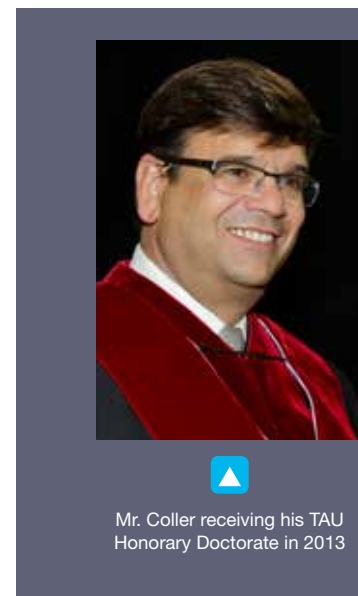
answer to questions, to more time-consuming tasks. At the end of this process, she asked participants to name a sum they would be willing to donate to the website. Those who experienced steadily-increasing engagement demonstrated their commitment by offering 60% more money than participants who received the same prompts, but in a random order.

“In the digital marketplace, marketing can and should be an evolving relationship,” Oestreicher-Singer says. “Just like you might ask an acquaintance

to select what’s most useful.”

Geva also created a model that analyzes search terms together with data mined from social media. Already successful in predicting retail sales, Geva says his technique could be used to predict much, much more.

“Knowing what people want provides managers with a clear target for improved business practices,” he says. “But these same techniques can be used to



Mr. Collier receiving his TAU Honorary Doctorate in 2013



to join you for a cup of coffee – not a fancy dinner – this is a practical tool for future managers who want to grow the relationship with minimally-committed customers, and transform them into friends for life.”

Engagement risks

A high rate of user engagement may be a factor in website success, but according to Dr. Shachar Reichman, it can also have negative results. Reichman recently demonstrated how certain types

of Internet promotion can make people less likely to enter brick-and-mortar stores and lay their money down.

“When shopping for a big-ticket item like a new car, people need a lot of information,” Reichman says. “We showed how a website that provided comprehensive information – and encouraged heavy user engagement – actually hurt the dealership’s bottom line. This is because the site reduced the uncertainty that brings customers into the showroom, where seasoned sales-

people are trained to clinch the deal.”

Reichman says that this scenario is just one example of how managers should tailor their online marketing campaigns to specific customer experiences.

“Purchasers of luxury items experience online messaging differently than those shopping for cheaper products,” he says. “What I try to communicate to students is that smart management of a store or chain’s online presence – with an awareness of consumer psychology and incorporating quantitative analysis of results – is an important factor in moving any business forward.”

Getting inside customers’ heads

The Internet has made more knowledge freely available than ever before. But managers must contend with customers’ freedom to respond to their sales pitch – or avoid it altogether. Dr. Yaniv Shani, an expert on the psychology of consumer behavior, says that successful marketing requires more than just creating positive feelings about a product or service; it requires understanding how counterfactual and negative feelings can affect business outcomes.

“Some of my experiments explore why individuals are willing to search for information likely to be painful – for example, whether a recently-purchased item could have been acquired for less,” Shani says. “This seemingly masochistic behavior has no impact on the completed transaction, but may result in the consumer switching brands in an attempt to disassociate from past disappointment.”

According to Shani, people who market their wares on digital platforms need to understand why potential customers may choose to disregard useful data. “Nowadays, consumers have plenty of avenues for information access. A deeper awareness of the psychological dynamics that drive customers away from information sources can help managers establish better practices.”



Dean of
Management
Moshe Zviran

MANAGEMENT SCHOOL VISIONARY JEREMY COLLER

UK financier Jeremy Coller is bullish about TAU’s School of Management. After founding the Coller Institute of Venture at the School in 2013, he recently made a substantial gift to dedicate the Coller School of Management and take its development of talent and human capital to the next level. Coller Capital is one of the largest global firms in the secondary private equity market with some \$10 billion under management and interests in over 2,500 companies. Mr. Coller is a committed philanthropist and supporter of worldwide teaching and research in entrepreneurship and innovation. He holds a BSc in management sciences from Manchester University, an MA in philosophy from Sussex University and a Diplôme Cours de Civilisation Française from the Sorbonne. Mr. Coller was voted Private Equity Personality of the Decade by Financial News in 2013 and is the recipient of a TAU Honorary Doctorate.

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Winning in the Age of Revolution

In an era of fierce competition from emerging markets, Teva CEO and TAU management alumnus Erez Vigodman presents his view on what it takes to win big in business today

By Erez Vigodman

The fall of the Iron Curtain in Central and Eastern Europe in the late 1980s, coupled with the emergence of China and India, set profound economic and social shifts in motion. Emerging markets around the world began the transition to a market economy, which, in turn, led to the accelerated migration of individuals from villages to the cities, the addition of 800 million new workers to the global workforce, primarily in these markets, and the introduction of 2.5 billion new consumers to global commerce.

As a result, locales of global production, together with an increasing influx of foreign investments, began to shift toward these emerging markets, and the average standard of living in these countries began to rise rapidly.

In parallel, the digital revolution began touching every aspect of our lives. The swift pace of technological breakthroughs and the removal of physical, economic and cultural barriers between countries have made the

world a smaller place, where people are more closely connected.

These forces are changing the rules of the game in every global arena: labor, consumption, production, R&D and, of course, finance and debt. The economic center of gravity is gradually moving from developed to developing countries. In 1990, the Fortune 500 index included only 23 companies from emerging economies. In 2013 this figure rose to 130, and in 2025, these companies will account for almost 50% of the index.

No buffers anymore

These and other changes, most of which are creating genuine disruptions, are impacting the competitive environment across industries and geographies. Competition is growing fiercer and more global, as the differences between



“winners” and “losers” shrink. You only need to miss one curve in the race, and you’re liable to fall behind – and even find yourself out of the game. To illustrate, the average lifespan of an S&P 500 company dropped from 90 years in 1995 to just 14 years in 2010.

By their very nature, such radical changes create both opportunities and challenges for established and new players alike. Those that are able to change the rules of the game in their industries will emerge as the big winners.

Indeed, in the past decade and virtually at lightning speed, new rivals are springing up before our eyes from unexpected places, riding the digital



WHAT DOES IT TAKE TO SUCCEED IN THIS AGE?

1. Constantly “learning from the world” so as to identify trends and new disruptive patterns as they emerge, and to foresee where the industry is heading in 5 to 10 years from now.
2. Finding the courage to reinvent your company’s future, to challenge industry dogma, and to define your unique space in the industry – the one that will set your company apart from the competition.
3. Thinking from the future back: To translate your envisioned future state into a detailed action plan that takes the company from where it is now to the future it aspires to, while constantly reexamining that end goal. When you begin, this future state is still shrouded in uncertainty, but it becomes steadily clearer as you progress toward it.
4. Managing the tension between operating in the present and inventing the future, while gradually transforming the company’s business model.
5. Cultivating the intangible elements in the company – the “organizational backbone” – and building trust in the organization’s top management. Ultimately, these are what make the difference.
6. Building an organizational ecosystem that integrates all the key elements needed to win, and is based on a network of internal communities. This will allow the organization’s collective potential to be fully tapped while changing basic perceptions of traditional organizational structures.
7. Developing a strong market orientation and continuously identifying unmet market needs.
8. Nurturing system-wide innovation that is not limited to operational, product or technological divisions. It should be integrated in all organizational processes and aim to strengthen the company’s competitive advantage.
9. Looking reality in the eye – openly and all the time.
10. Lastly, remembering that, in order to be one of the winners in today’s competitive environment, you must build leadership skills that go beyond managerial competencies. You need to identify and develop leaders in all organizational ranks, in a way that creates the foundations and space for people to do amazing things that far exceed what is usually expected of them – and to keep on doing them.

revolution or other disruptions, and often bursting forth from emerging economies. These new players are armed with innovative business models and a creative, differentiated mindset.

The traditional players, who have been leading their respective markets for years, theoretically have the tools, resources and capabilities needed to keep on leading and winning. However, in so many cases they are tied down by the mindset and habits that brought them thus far – and they fall behind: they are reactive, apply short-term strategies, or fight the wrong wars, while overlooking new opportunities for value creation in their industries.

So, what does it take to succeed in this age? I’ve itemized 10 steps above that cannot be taken for granted. They require a profound mindset shift – on the part of the leaders who will step up and also step out of their comfort zones, and on the part of the organization that will transform its business model. But, in the long term, I believe that these elements form the basis for the ability of organizations in general, and big, leading organizations in particular, to reinvent themselves. In this way, they can build a better future – a future that makes a huge difference for them, for their people and for the environments in which they operate, in this day and age.

Erez Vigodman is President & Chief Executive Officer of Teva Pharmaceutical Industries Ltd. He graduated with a TAU management degree in 1987. He has held numerous positions at the helm of Israeli industry, among them as President and CEO of Adama Agricultural Solutions Ltd., President and CEO of the Strauss Group and President and CEO of Elite. Currently, he is a member of the Advisory Committee to the Israel National Economic Council of the Prime Minister’s Office and the International Advisory Board of the Israel Science Technology & Innovation Policy Institute.

MANAGING THE ROBOT WORKER

In the not-too-distant future, a well-trained manager will need an entirely new skill: the ability to direct enterprises made up of both humans and robots. What should humans do, what should automated systems do, and who has the final word when they're in conflict? These are questions being addressed by the TAU Department of Industrial Engineering's Prof. Joachim Meyer.

"Robots are frequently called upon to perform tasks too difficult, dangerous or tedious for humans," says Meyer. "But despite our increasing dependence on robotic systems, the role of automation – and humankind's relationship to it – is very much a work in progress."

Meyer, who founded the University's Interacting with Technology (IwiT) laboratory in 2012, explains how, in the past, it was assumed that robotics would liberate people from menial labor, allowing them to spend their time focusing on more cognitively-demanding tasks. However, menial jobs are often quite difficult and expensive to automate. As a result, he says, automated systems sometimes end up "bossing around" their human co-workers.

"For example, robots tasked with bringing parts and supplies to people don't care if their human colleagues need a coffee break. Similarly, an automated delivery service might not allow a driver to deviate from a particular route," he says. "The challenge is to cooperate with robots without sacrificing human dignity. As a researcher, I try to model this emerging human-technology relationship, and create a healthier balance."

Meyer spent last year on sabbatical at MIT's Media lab, where his research focused on modeling human aspects of the data revolution.

"My goal is to design systems with high levels of automation that utilize data science while retaining space for human decision-making and ethical values," Meyer says, adding that, in the future, trends in automation will cause new categories of employment to emerge. "Greater dependence on robots may lead to social bifurcation as job opportunities become split between those high-level employees who design and control the systems – and interact with other people – and those unskilled workers relegated to cleaning up and supporting the robots on the factory floor."

▶ Cont. from pg. 9

In another study, Shani explores how different payment structures can affect consumer behavior. In an experiment involving a restaurant-like setting, he found that people ate more when they knew in advance that the bill would be split evenly among the participants, but ordered less food when the payment method was left undefined. "Uncertainty has a negative impact on consumption, a phenomenon that – once understood – can work to an organization's advantage," he says. "When it comes to payment, managers can shift

their clients' mindset and affect their decisions through direct unambiguous communication."

Also focusing on decision-making is neuromarketing pioneer Dr. Dino Levy of the Coller School of Management and Sagol School of Neuroscience. Unlike psychology-based methods, Levy's work involves neural measurements that reveal the physiological basis of consumer preferences.

"I'm looking at how an individual's visual perception influences his or her economic choices," he says. "I propose


Dr. Sharon Toker



that perceptual sensitivity is a basic trait influencing how subjects value a product – much like the way individual levels of risk aversion influence consumer behavior. Perceptual sensitivity data could potentially be figured into product design, packaging or even on-line campaigns in order to have a greater impact. While this field is still relatively new, a future goal is to use such methods to predict population-wide success of a particular marketing approach."

In an additional project, Levy uses fMRI and EEG to monitor the brain's "common currency network" – areas of brain activity that, together, encode a cognitive experience's subjective value.

"My team was the first to accurately use EEG activity to predict preferences – something that might eventually be factored into the creation of goods and services designed for the widest possible appeal, or for individual niche markets," Levy says. "Alongside traditional marketing methods, this approach may provide significant added value over the next decade or so."

Managing a changing work environment

The digital economy is not only affecting business outcomes, it is also changing the way we work. According



to Dr. Sharon Toker, a member of the Department of Organizational Behavior, increasing dependence on technology challenges us to remember that we are managing people, not machines.

“Email and smartphones increase workplace flexibility, but also fuel stress, as employees are expected to be available 24/7,” Toker says, adding that while on-the-job stress is hazardous to long-term health, both workers and their employers are having trouble turning the situation around. “Our research shows that low participation in company-sponsored health promotion programs is linked both to doubts about managerial motives as well as privacy concerns; workers fear that revealing their health status may cost them their jobs.”

Toker also says that privacy – or the lack of it – is frequently responsible for candidates not getting a job in the first place. “Most personnel managers vet candidates by looking at their online profiles, and in the future, they will be able to fill jobs scientifically via algorithms that dig through social media to find ideal candidates, even on the other side of the world,” she says. “This is just one example of how the Internet helps and limits us at the same time.”

Prof. Peter Bamberger is another TAU researcher focusing on employer-worker relations. In his recent projects, he has looked at the impact that social networks and transparent management systems have on a young person’s decision to take a job – and stick with it.

“Tracking young people from their last year in college through their third year in the workforce, we found that many employees of large organizations are taking on additional, part-time work – not to make ends meet, but to establish the foundations of some future independent career,” Bamberger says. “This raises a red flag for managers: how do you increase the loyalty of a workforce that has one foot out the door?”

Part of the answer may be found in creating a more transparent work environment that builds trust and enhances employee commitment. “In many workplaces, salary data is a tightly-guarded secret, but we’ve shown that task performance improves when employees are given more information about how pay is allocated across the workforce,” Bamberger explains. “Beyond the recent Ledbetter Act signed by President Obama – in which pay transparency is seen as a way to block discrimination against women – our findings indicate that openness, rather than secrecy, improves productivity and employee retention, to everyone’s benefit.”

Management – A moving target

Like their practitioner colleagues, teachers of management seek to provide constant value in a changing world. According to Management Dean Zviran, this involves a dynamic cur-

ricular approach that reflects and dissects emerging trends.

“Along with our graduate and MBA programs, we’ve recently instituted specialized tracks in Big Data and Business Data Analytics; International Management; and Real Estate Entrepreneurship and Management – three areas where change is particularly pronounced,” he says.

“We also address the needs of a changing workforce by allocating scholarships for women, and for Arabs and Druze through the Whitman Family Center for Coexistence,” Zviran notes.

Zviran says that the Collier School has major plans to enhance the faculty body, open new research centers, further globalize its activities and introduce yet more advanced teaching methods. “Young managers need an updated toolbox for leadership, because we know that the next revolution – whatever it may be – is just around the corner,” Zviran concludes.



FACILITY FOR THE FUTURE

Helping the Collier School of Management keep its physical environment as cutting-edge as its curriculum, the planned Lorry I. Lokey Graduate Center will offer five stories of advanced teaching, meeting and research facilities. “I’m betting on the kids of the future...to do better than we did,” said Mr. Lorry I. Lokey, benefactor of the center, a noted San Francisco philanthropist and the founder of *Business Wire*. Pictured: A rendering of the building.

By Louise Shalev

Dr. Noa Shenkar examining ascidians underwater



Dr. Nir Stern examining a sardine catch in a Kenyan village



In the rarefied world of ascidian taxonomy – a field involving the classification of marine creatures that cling to hard surfaces on the ocean floor – Dr. Noa Shenkar of TAU’s Steinhardt Museum of Natural History, Israel National Center for Biodiversity Studies, has carved out a role as one of the world’s foremost authorities in the field. With her unique knowledge of ascidians from the Red and Mediterranean Seas, Shenkar’s classifications are today considered definitive.

Shenkar is one of 20 taxonomists at the Steinhardt Museum, which is currently under construction on the TAU campus.

Prof. Tamar Dayan, Director of the Museum, says, “Taxonomic research – identifying species and understanding their basic biology and evolutionary relationships – is key to conservation, sustainable use, and management of ecosystems. It’s also used in agriculture, health, biotechnology and security.

stint at the University of Washington in Seattle, Shenkar, 38, spends as much time as possible under the water. She is fascinated by ascidians – invertebrates also known as “sea squirts” that filter their food from the water. “Ascidians feed on the tiniest particles in the ocean, making them an important link in the food chain,” says Shenkar. “They also shed light on the condition of the marine environment.”

Shenkar is regularly approached by marine biologists throughout the Middle East, including from the Gulf States and Iran. For her, cooperation with these researchers represents a way of promoting peace in the region. “Scientific dialogue is a step in the right direction,” she says.

The ABC of sardines

In a different part of the Museum, doctoral student and fish researcher Nir Stern is working on the classification of sardine species. “The basic facts you should know about sardines,” says Stern, “are that they are the most harvested species for food on earth. They migrate in their millions across vast oceans. They

are a healthy source of protein, Omega 3 and calcium and they can be eaten dried, grilled or canned.”

Less known is the fact that there are 200 species of sardines, and while most of us are not too concerned which type is in our can, the differences between them are important to taxonomists and fisheries, he says. Sardines are plentiful due to their excellent reproduction system and are less susceptible to pollution because of their migratory characteristics. This makes them an economically important source of food.

To Name Is to Know

From sea squirts to gall midges, new species are being discovered every day by taxonomists at TAU’s Steinhardt Museum of Natural History



The taxonomy of sardines is complex, however, says Stern, because different species resemble one another morphologically, while at the same time varying in fat content, size and omega 3. Because of this they are often misidentified. “If fisheries want to track sardine stocks, they need to know which species they’re looking at because there can be several in the same catch,” he continues.

Stern has studied sardine samples across the globe – from Kenya, to Japan and to Brazil – working with local oceanographic institutes and fisheries. He has so far reclassified eight species and discovered a completely new one in the Philippines, which he has named *Sardinella goni*.

Stern’s work is supported by the Israel Taxonomy Initiative, a joint project of the higher education system of Israel, government ministries and agencies to promote the training of a new generation of taxonomists and to enrich the basic knowledge of global biodiversity.

The challenge of insects

Of the 5 million specimens in the Steinhardt Museum, insects make up the largest collection at over 2 million items. Chief Curator of Entomology at the Museum is Dr. Netta Dorchin, one of a handful of experts on gall midges in the world.

Gall midges are tiny insects whose larvae develop inside plant tissues and force them to develop galls – tumor-like growths – that disrupt the plant’s lifestyle and may prevent it from flowering and producing fruits. While some species develop in agricultural crops and are considered serious pests, others are beneficial in biological control against invasive plant species.

“Insects represent the majority of living organisms on earth but their taxonomy is less well known than that of other terrestrial animals because of their vast numbers and huge diversity;



 Dr. Netta Dorchin

about 1 million species have already been described and an estimated 10-50 million are still unknown to science,” says Dorchin. “The challenge for insect taxonomists is to make them known and to understand their evolutionary history and the relations among them.”

Dorchin and her team of 15 taxonomists, including graduate and post-doctoral students and scientists from

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“Our taxonomic work at the Museum is crucial for the basic and applied study of all living organisms.”

the former Soviet Union, collaborate with experts around the world and also work closely with the Ministry of Agriculture in identifying suspicious insect samples intercepted at entry ports into the country.

Taxonomy is built into Dorchin’s DNA. Both her father and brother are insect taxonomists. “I grew up with my father’s massive collection of beetles in the house, and could admire their beauty and diversity first-hand,” she recalls. In a study she conducted in the Dead Sea area, she discovered and identified 60 species of gall midge species new to science, and keeps finding

and describing new species of this group from Israel and other parts of the world.

What is special about taxonomists? “I would say that taxonomists have in common a fascination for biological diversity,” says Dorchin. “They enjoy recognizing the differences among organisms and are curious about what causes these differences.”

Steinhardt Museum

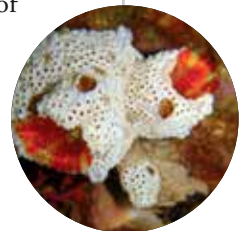
The Steinhardt Museum of Natural History, Israel National Center for Biodiversity Studies is a priceless national treasure. Its vast collection of animals and plants tells the story of the Middle East across the millennia.

With its dedicated home slated to open to the public in early 2017, the Museum is recognized as a national

research infrastructure and has an 80-strong staff. Its core objectives are the recording of biodiversity through scientific study and professional training and communication

through public outreach. Research at the Museum supports policy and decision makers across a wide range of areas, including agriculture, wetland management, marine resource exploitation, flight safety, health, landscape conservation and pest control, among others.

The construction of the Museum has been made possible through the generosity and vision of TAU Honorary Doctor Michael H. Steinhardt, former Chairman of the TAU Board of Governors, who, along with his wife, Judy, led and supported this extraordinary academic and national undertaking for two decades.





What's the **Buzz** about Smart Cities?

When we think smart cities we think high technology, optimized urban services, and interactive flow of information. TAU researchers' **multidisciplinary vision of the city and data-driven approach** will make our cities cleverer still.

“**C**ities were always smart. In every era, advanced technologies and innovative thinking have developed in cities: from the written word 5,000 years ago, to the revolutionary Greek concepts of democracy and citizenry, to Renaissance art and architecture, to the factories of the industrial revolution and to today's post-industrial age of high technology,” states Juval Portugali, Professor of Geography and the Human Environment and Head of the Environmental Simulation Laboratory at TAU.

“So the term *smart city* is essentially a buzz word for something that has happened organically over the ages. Citizens of cities have always been the first to adopt technological innovations,” continues Prof. Portugali.

Big data and transportation

When we move about the city – any city – with smartphones in hand, our walking, shopping, transportation

By Lisa Kremer



being utilized in Utrecht, Holland, for comparing existing and future transit networks. Other cities in Europe and North America are also showing interest in the technology.

Cities are in flux, yet bus lines seem to follow the same routes for years on end. Prof. Benenson explains how his team is trying to reduce this disconnect. “We estimate the real flow of people in a metropolitan area based on smartphone data from two-week intervals, and then run our algorithms to propose changes to bus routes to fit present-day movement.” He is currently working with Israeli and European colleagues on adaptive public transport research that is jointly funded by the Israeli, Belgian, Swedish and Polish ministries of transportation.

Urban dashboards

The wealth of data generated by smartphone signals and apps, GPS-

and driving patterns generate reams of data. For TAU geographers, this data is a gold mine. “Access to big data allows us to build models and algorithms that mimic the rhythms of the city. And our understanding of geographic information and socioeconomics allows us to interpret it most accurately,” says Prof. Itzhak Benenson of the Department of Geography and the Human Environment and Head of the Geosimulation and Spatial Analysis Lab.

Mathematicians and geocomputation scientists at Prof. Benenson’s lab are developing algorithms that harness smartphone data to create high-resolution public transport models. These highly detailed models aggregate data on bus lines, bus stops and timetables with relation to *every single building in a city*, allowing for exponentially greater accuracy than traditional models. This TAU-developed technology is currently

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“The question is: What makes cities tick, and what makes them tick well?”

based systems, and computing devices and sensors will be integrated into an urban dashboard in the not-so-distant future. Researchers are contemplating technological solutions to questions such as: What if sensors informed this urban dashboard exactly how many cars were waiting for a light to turn green? And more important, what if the dashboard could control traffic signals in real time?

TAU innovators are using real-time information for a novel parking technology. Cruising for parking in a city averages 12 km. (7.5 miles) per hour, and the stress level is immeasurable. But what if an application could let you know how much time it would

take to find curbside parking at your destination, how much it would cost to park in nearby parking lots, and if a space was about to become free? Again, using ubiquitous smartphone data, Prof. Benenson’s lab is developing such a parking model that is now being applied in Antwerp, Belgium, and Bat-Yam, Israel. Colleagues in Belgium plan to use it in their larger model of transport development in Flanders.

The age of new urbanism

Transportation and parking technologies like those being developed at TAU will soon be utilized by the vast majority of the world population. Today, for the first time in human history, more than half of the global population lives in urban settlements. In the traditionally rural societies of India and China, up to 75% of the population now resides in urban settings. In the US, Europe and Israel the numbers reach

90%. This new era of urbanism inspires Dr. Orli Ronen, Head of the Urban Innovation & Sustainability Laboratory at the Porter School of Environmental Studies. “The question is: What makes cities tick, and what makes them tick well? I don’t think there are smart cities as much as there are smart ways to plan and manage cities,” says Dr. Ronen. “This smart management and planning combines technology, sustainability and civic engagement.”

Dr. Ronen is on the team of researchers at City Center, TAU’s new multidisciplinary hub on the front line of innovative thinking about city living. It is headed by Prof. Portugali and brings together all TAU scholars interested in cities and urbanism, from geographers and archaeologists to computer scientists and legal scholars. They examine how the municipality and citizens

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can work together, and how citizens act as agents of change: For example, what happens when activists create a vegetable garden out of a vacant lot owned by the city? The city must take a policy stand. Responses can range from bulldozing the garden to supporting a smart neighborhood-wide compost initiative to fertilize the garden, cut waste disposal and save money.

Dr. Ronen believes that while many city dwellers feel that the city just takes from them and doesn't give enough back, residents can and should shape city services. The city of Tel Aviv-Yafo has won a World Smart City Award for digitally connecting and engaging citizens with the municipality. Building on this momentum, TAU's City Center is creating links with Tel Aviv-Yafo and other municipalities throughout Israel.

tool for reaching it.”

Citizen & city in tandem

Bike lanes tell the story of the municipal-citizen partnership Dr. Ronen upholds, and also attest to Prof. Portugali's view of the citizen as an early adopter of new technologies and de-facto urban planner.

As more and more city dwellers jumped on their bikes, municipalities constructed bike lanes. In turn, the new, safer, smoother bike lanes encouraged more people to get on their bikes. Win-win. Dr. Efrat Blumenfeld-Lieberthal of TAU's David Azrieli School of Architecture and City Center designs and builds models that simulate human mobility patterns in the urban environment. With her students she used such a simulation model to optimize Tel

now working on adapting and optimizing traffic signal timing. Modeling can also be applied to futuristic visions of the city: Prof. Portugali was approached by the Israeli aeronautics industry to simulate a city with flying cars!

Be it bicycle lanes or flying car trajectories, both are subsystems in the complex system of the city. Prof. Portugali and Dr. Blumenfeld-Lieberthal view cities through the paradigm of complexity theory, which is usually applied to natural organisms and the brain. Prof. Portugali explains, “Cities are complex non-linear systems: A small event in a city can have a big outcome and vice versa. And cities are difficult to control, not because we do not have enough data, but because we cannot always predict behavior. Cities possess an element of chaos and anarchism – of



WHAT DEFINES THE 21ST-CENTURY SMART CITY?

- Active & informed citizens empowered by interactive technologies
- Optimized urban services – transportation, mobility, security, infrastructure, health & municipal services – powered by real-time data
- Flow of information to improve contact between citizens and government
- Wise urban infrastructure and optimal management
- Clean energy production, efficient waste management, and reduced resource consumption

While technology will streamline the municipal-citizen interface, for Dr. Ronen technology is not the be-all, end-all: “Technology in itself does not make a smart city. Change is more about public policy than technology. We need to cultivate a vision of what makes a good city. Once we know what we want to reach for, technology is the

Aviv's popular bicycle sharing system. Dr. Blumenfeld-Lieberthal says, “Today there is a knowledge gap between academia, industry and the reality of most aspects of city planning. The smart city is a focal point that can unite robust academic research, the development of real solutions, and science-based municipal planning. This is our goal.” Her team is

unpredictability – that prevents them from becoming unbearably smart. This ensures that cities will continue to be interesting places to live, full of life and vitality.”



Mind over Matter

In a lightning academic career, new faculty recruit Dr. Liad Mudrik combines frontline brain research with age-old philosophical questions to understand the workings of our consciousness

At her High Cognition Laboratory at TAU's School of Psychological Sciences, new faculty recruit Dr. Liad Mudrik, also a member of TAU's Sagol School of Neuroscience, strives to gain a better understanding of human consciousness and its many mysteries. Using advanced EEG technology, she searches for the neuronal origins of conscious processes in the brain, while also investigating the involvement of consciousness in decision-making.

"My great aspiration is to develop a system for monitoring and interpreting unconscious reactions in the brain – in everyday life and not just under laboratory conditions," reveals Mudrik. "I believe that this may be a first step toward controlling and even overcoming unconscious negative biases, such

as unacknowledged racism. This can be my small contribution toward making this world a better place," she says.

Mudrik, 37, an outstanding alumna who earned all her degrees at TAU, embarked upon her great intellectual adventure with an unusual double PhD – one in neuroscience and the other in philosophy.

"Today, neuroscience spearheads our efforts to understand human thinking and behavior," she says. "But interest in the workings of our minds dates back to antiquity. Great philosophers through the ages have applied their wisdom to questions of morality, motivation and cognition. I felt that to be a good brain researcher, to truly investigate the meeting ground of body and mind, I needed a solid foundation in philosophy as well."

Woman of many talents

Mudrik has combined her academic efforts with a successful career in documentary journalism, which began during her military service in Israel's popular Army Radio station.

"I believe it's important to bring cutting-edge scholarship to the public," she says. "On my radio programs, I talk to researchers from many disciplines about their work." One of her favorites was the late TAU professor Michael Harsegor, with whom she hosted the popular radio program "An Historical Hour." Her latest media undertaking is explaining scientific principles to the Muppets, in the Israeli version of *Sesame Street*.

Mudrik's flood of accolades includes the Glushko Prize of the Cognitive Science Society for outstanding dissertations in cognitive sciences; the Human Frontiers Science Program International Fellowship; the Israeli National Postdoctoral Award for Advancing Women in Science; the Marie Curie Scholarship; and recognition as one of the 40 most promising young Israelis in *TheMarker*, a leading Israeli financial publication. For her post-doctoral work, Mudrik was accepted to the Division of the Humanities and Social Human Sciences at the California Institute of Technology, where she initiated no less than a dozen new studies.

Coming home

Last year, Mudrik returned to Israel and to TAU, this time with a tenure-track position. "It felt like coming home," she smiles. "From the very beginning, this university has been my dream-come-true. I started here as an undergraduate in the Adi Lautman Interdisciplinary Program for Outstanding Students, which allowed me to study anything I wanted, all over campus, laying an invaluable basis for my research today. I fully intend to stay and benefit from TAU's nourishing environment throughout my career."



Dr. Liad Mudrik

TAU at 60 Years – An Intergenerational University Story

“Not many people can say that their father founded a university,” says Prof. Emeritus Nadav Levanon, 76, in his office at TAU’s Iby and Aladar Fleischman Faculty of Engineering – his professional home for the past 40 years. But Prof. Levanon is the son of Chaim Levanon, former Mayor of Tel Aviv, who played a major role in the establishment of Tel Aviv University in the mid-1950s. Not only that, but three generations of the Levanon family have been involved with the University right from the start – from founding father, to son and to the grandchildren. Here’s their story.

1950s – Generation 1: Chaim Levanon (1899-1987)

Chaim Levanon, Deputy Mayor (1951-1953) and Mayor (1953-1959) of Tel Aviv, was one of the strongest voices urging the founding of a new university for the young State of Israel in Tel Aviv – its largest, most modern and vibrant metropolis. Famously opposing even Prime Minister David Ben-Gurion, Levanon declared, “the city needs it; the country needs it,” and insistently went on with his farsighted plans.

The first facility of the new university, fully sponsored by the City of Tel Aviv under Mayor Levanon, received its maiden class of 17 students on December 9, 1953. This was the Institute for Natural Sciences housed in some sheds in Abu Kabir – at the time the “middle of nowhere” in southern Tel Aviv.

“A university is not established in a day,” wrote Levanon in his inspiring introductions to the Institute’s first and second bulletins. “We intend to open new institutes of science every year... We have one goal: a high-level university for the city... that will provide knowledge to thousands of young people seeking an education.” True to his word, Levanon founded a second facility, the Institute for Jewish Culture and the Humanities, in 1955. In 1956 the two Institutes were united and re-named faculties, officially ushering in the new Tel Aviv University.

Mayor Levanon continued to provide the budding university with unfaltering support throughout his term in office, funding it through the city’s budgets. He allocated a bare hill in the northern suburb of Ramat Aviv for the future campus; he persuaded prominent profes-



Inauguration of the Chair for Military History, 1959, Abu Kabir
 From left: Israel Bar, incumbent of the Chair; Prime Minister of Israel and Minister of Defense David Ben-Gurion; First Rector of Tel Aviv University Prof. Israel Efrat; Mayor of Tel Aviv Chaim Levanon; Director of the Ministry of Defense Shimon Peres; and IDF Chief of Staff Haim Laskov



sors to come to Tel Aviv; and he fought hard to incorporate the School of Law and Economics – which was ultimately housed in the Trubowicz Building, the first building on the new campus.



Prof. Nadav Levanon, Mayor of Tel Aviv Chaim Levanon and nephew Ido Levanon in Prof. Levanon's lab at the Wolfson Building of Engineering, mid-1980s

Stepping down from the mayorship in 1959, Levanon continued his involvement with the University in other capacities, for which he was honored with a TAU honorary doctorate. He was a prominent member of the 1960 public committee recommending recognition of TAU as an independent institution authorized to grant academic degrees; he was responsible for bringing Beit Hatfutsot – the Museum of the Jewish People – to the TAU campus; and he served on TAU's Board of Governors and various campus committees to the end of his days. Two years after his death, in 1989, the City of Tel Aviv acknowledged Chaim Levanon's enormous contribution by giving his name to the main street leading to the campus. The new sign for Chaim Levanon Street was fittingly unveiled by his young grandsons, later to become students and alumni of TAU.

"TAU was my father's biggest passion," says Prof. Nadav Lavanon. "In a lifetime's worth of civic contribution, he felt that Tel Aviv University was his greatest accomplishment. Looking around me today I often say to him in my heart: 'Be proud of what you have done. Reality has far exceeded your vision!'"

1965 onward – Generation 2: Prof. Nadav & Michal Levanon

Nadav Levanon received his first paycheck from TAU in October 1965, as a young assistant in the newly found-

ed Institute of Space Research. Here, the 25-year-old electrical engineer was instrumental in the construction of a state-of-the-art ground station that received transmissions from meteorological satellites.

After acquiring his PhD at the University of Wisconsin, he returned to his home base, TAU,

and in 1975 joined the new Faculty of Engineering. Prof. Levanon served in several senior positions including as Head of the Electronic Engineering – Systems Department and Head of the Yizhak and Chaya Weinstein Institute for Signal Processing, and he held the Chair for Radar, Navigation and Electronic Systems. An international leader in the field of radar and radar signals, he has written two books and over 70 research papers, is a Fellow of the American IEEE and British IET societies and the 2016 recipient of the IEEE Dennis J. Picard Medal for Radar Technologies and Applications.

Prof. Levanon's wife, Michal, also has TAU roots. A microbiologist, she began graduate studies in 1965 at TAU's Life Sciences Faculty, still lodged in sheds at Abu Kabir. "The facilities were rather basic: an animal house and some microscopes," she recalls. "However, the students were outstanding as my father-in-law had foreseen." Michal's research, focusing on cells in the im-

mune system, built a firm basis for her lifetime career at Sheba Medical Center's Institute of Hematology.

1980s through today – Generation 3: Gad, Uri, Ido and Ahuva Levanon

Nadav and Michal's sons, Gad (44) and Uri (42), often visited their father at work, feeling very much at home on campus. When the time came, the choice was natural: Gad studied economics, completing a master's degree, while Uri opted for a master's in economics and a BSc in computer science. For both, this was an excellent launching pad for their professional lives: Gad as an economist at the Conference Board in Manhattan, and Uri as a software developer at Microsoft Israel.

Their cousin Ido Levanon (55), another grandson of Chaim Levanon, grew up "just three houses from campus" and remembers playing as a boy in the construction sites of the university's rising buildings. True to Levanon form, he also graduated from TAU, met his wife Ahuva there, and leveraged his studies in mathematics and computer science to build a thriving high-tech career.



A recent photo of the Levanon family taken at the Beit She'an Antiquities with Prof. Nadav Levanon on the far left





From left:
Schulich
Leaders
Zohar
Marbel, Niv
Amitay and
Chen Daniel

Network of Leaders

The Schulich Leader Scholarships program supports socially-minded and exceptionally talented students – while also strengthening the Israeli-Canadian friendship

By Rava Eleasari

During her stint in Israel’s *Sherut Leumi* (National Service), Zohar Marbel encountered societal deprivation for the first time. She worked as a counselor for neglected children who had been taken under the wing of Social Services. “It opened my eyes,” Zohar says. “At 18, I didn’t know this parallel world existed – one where kids come home from school to empty homes and even emptier refrigerators. It gave me a sense of perspective and more empathy for hardship, as well as a deeper understanding of what’s needed for a well-functioning community.”

Now 20 years old and the recipient of a Schulich Leader Scholarship at TAU, Zohar brings her social commitment to her biology studies. “I dream of be-

coming a biomedical researcher,” Zohar says. “I’m fascinated by the processes of life – and I see tremendous opportunity on the scientific horizon.”

Zohar is one of 10 TAU students accepted this year into the Schulich Leader Scholarships program, a prestigious and competitive framework established in 2012 by Canadian mega-philanthropist Seymour Schulich to promote academic excellence and young leadership in Israel and Canada. Schulich Leaders in both countries are selected on the basis of merit, financial need and volunteerism. They are given especially generous scholarships to pay for their entire course of BSc or BEng studies in scientific and technological fields.

Schulich Leaders in Israel number 140 to date, with 28 of these at TAU and the first cohort set to graduate this year.

“We’re building a special brand here,” says TAU President Joseph Klafter. “The Schulich Leaders Program stands for brilliant minds combined with caring hearts. It stands for Canada working with Israel in friendship.

“The program is creating a network of young change-makers in Israel and Canada who will keep our two countries at the forefront of science and technology for generations to come,” he continues.

Galvanizing communities

Similar to Zohar, Schulich Leader Niv Amitay, a 24-year old electrical engineering student from southern Israel, developed his sense of social responsibility during his IDF service. An officer on the Gaza border, Niv initiated a volunteer program for his company of 80 soldiers in and among the communities they guarded. “When you tell soldiers, ‘you’re protecting the country,’ this is a big and abstract concept. But when you get them to help residents with handiwork like renovating kindergartens or repairing fences, you motivate them to feel part of a community.”

A high-achiever in academics like all the Schulich Leaders, Niv is delighted with his scholarship. “The Schulich Foundation’s investment in us, the recipients, motivates me to ‘pay it forward.’ I’ll look for how to give too,” he says.

Chen Daniel, 22, another electrical engineering student to receive a Schulich Leader Scholarship this year, had outstanding grades in high school – and a track record in volunteering with the disabled – but she was still amazed to be selected. “It’s a great feeling that someone’s got your back,” she says. “If Mr. Schulich was right here, I would say: ‘You give us an opportunity we might otherwise never receive. I have no words to express the gratitude I feel.’”

From TAU to Berlin and Carnegie Hall

Cited as a rising star by the New York Times and the BBC, composer Gilad Hochman, a graduate of the Buchmann-Mehta School of Music, attributes his meteoric career to the “freedom to search for my own voice” at TAU

Berlin-based composer Gilad Hochman, 33, an alumnus of TAU’s Buchmann-Mehta School of Music, is counted among Israel’s most talented and successful young composers. Born in 1982 and instilled with a love of music by his parents, Hochman began studying piano at age six and composing at age nine. He studied under composer Ilya Heifets, and, by 22, was appointed Composer in Residence at the Ra’anana Symphonette Orchestra. By 24, he was the youngest composer ever to win the prestigious Israeli Prime Minister’s Award, where he was cited as a “fascinating, original and colorful creator.”

Hochman graduated with honors from the Buchmann-Mehta School of Music in 2007, where he studied under composer Gil Shohat and some of Israel’s leading senior musicians.

“One cannot underestimate the importance of studying in a place that is so dedicated to music and the humanities, to the immense knowledge accumulated and passed on by committed professors,” says Hochman. “At the Buchmann-Mehta School of Music I gained crucial analytical, theoretical and practical tools, knowledge of various aesthetic approaches and historical perspective. No less important was having the freedom to try and fail, to pursue my curiosity and enthusiasm, and to search for my own voice in music. It was also a place where I could have a real exchange with fellow students

– some of whom are today my closest friends and colleagues.”

Hochman’s career has included performances of his works by top orchestras both in Israel and overseas, including a musical debut at the Berlin Philharmonie by the Deutsches Kammerorchester Berlin in 2013 and performances at Carnegie Hall in New York, the Moscow Tchaikovsky Conservatory, St. James’s Piccadilly in London, and the Henry Crown Symphony Hall in Jerusalem, among numerous others. His latest work, “Suspended Reality,” was performed this year by the Israel Sinfonietta Beersheba together with the Philharmonic of Nations and premiered at the German Parliament and six other venues.



Composer
and TAU
alumnus
Gilad
Hochman



Hochman’s works include a wide range of compositions for solo instruments, chamber music, choirs and orchestras which reflect a variety of stylistic approaches. His music continues classical music’s development on the one hand, while emphasizing Jewish and Israeli themes on the other hand.

“In retrospect, my seven years at TAU created a solid ground for me to further build on and continue my creative work. Especially at a time where deep and enriching cultural achievements are being somewhat overtaken by mere trendiness, I feel fortunate to have been educated in a place focused on the highest standards of music making,” says Hochman.

By Louise Shalev

When Big Data Meets Big Privacy

While researchers at TAU's Data Science Center are employing our endless data to address key issues facing society, an emerging group on campus is addressing the flip side of data use – privacy



By Louise Shalev

No one really knows how much data there is in the world because the volume is growing so fast. Hidden in this ocean of data are the keys to creating important economic opportunities, improving productivity and efficiency, paving the way for novel discoveries in medicine and science, and solving unanswered questions.

Yet with all this data freely available, how do we keep prying eyes off our personal information? What if the same data used by geneticists to predict people's hereditary diseases could be used by health providers to raise their insurance premiums? What if sensitive data could be used by government agencies to harass minority groups or

political opponents?

The issue of privacy is being advanced by an interdisciplinary group of TAU researchers. They are developing concepts of "privacy-by-design," which involves engineering privacy into digital applications from the outset rather than addressing privacy concerns through fuzzy legal means afterward. The concept is central to the research of Dr. Eran Toch of the Department of Industrial Engineering at TAU's Iby and Aladar Fleischman Faculty of Engineering, who is pursuing computing solutions that allow big data to benefit society while at the same time protecting personal security.

"The social and economic value cre-

ated by big data should be balanced against the right of privacy," says Toch, who is also a member of TAU's Blavatnik Interdisciplinary Cyber Research Center. "If we don't check how big data is being used, it could become very scary and threatening."

Cloaking our location

Together with master's student Omer Barak, Toch has developed a system called "semantic cloaking," which anonymizes location data collected freely by mobile devices. "Ninety-five percent of smartphone users leave their location services on all the time. They don't seem to care that they're transmitting mountains of information to large companies, cellular providers and app developers who use it for targeted advertising or for passing on to third party data collectors," Toch says.

The team's system affixes labeling to location data that allows functionality to be revealed while blocking identification of where the user is exactly. "Every location has a function – a restaurant, store, residence or means of transport," says Toch. "For many digital applications this functionality is good enough

Big data facts

Digital data could top **44 trillion** gigabytes by 2020

Within **5 years**, over 6.5 billion smart connected devices will be collecting, analyzing and sharing data

Less than **0.5%** of all data is ever analyzed and used – so just **imagine the potential!**

90% of the world's data was created in the last year alone



Clockwise from left: Dr. Eran Toch, Dr. Noam Shomron and master's student Netta Rager

to do some interesting data analysis without harming people's privacy. I see this method as the foundation for creating new applications that run on anonymized data rather than on personalized data," he says.

Protecting genetic data

In a separate project funded by TAU's Edmond J. Safra Center for Ethics and the Check Point Institute for Information Security, Toch and master's student Netta Rager are working with Dr. Noam Shomron of the Sackler Faculty of Medicine to protect sensitive data yielded by personal DNA sequencing. Shomron, who heads TAU's Genomic Intelligence Laboratory, is a pioneer of the world's first all-spectrum deep gene sequencing analysis technology for detecting and preventing rare and undiagnosed diseases at an early stage.

"With large genetic data sets, there's a real risk of medical information being leaked to the wrong people," says Shomron. This raises ethical questions: "Does the physician own the data or the patient? Can it pass from one physician to another? Who sees it? Who can use

it? How deeply do I want to look into it?

"If I sequence the DNA of a healthy individual to find out whether he is susceptible for cardiovascular disease, I might find other information, such as a mutation that points to the early onset of cancer or an early sign of Alzheimer's or Parkinson's," says Shomron. "In these cases, you're not sure what to do with the incidental findings or who to give it to."

Genetic information is too personal and unique to anonymize. The team's solution comprises an "open-closed" data access system that creates a colored map of the DNA according to particular regions or sites.

For each query asked of the database, the system evaluates its sensitivity and the possible privacy loss that comes from answering it. For example, if the DNA reveals that the patient is at risk for diabetes, the patient most probably wants to disclose this information to his physician so he can try out different treatments or diets, but not to a future employer who might use it to discriminate against him.

"This means that when your insurer asks to see your DNA you can show them the green – less sensitive – data, but not the red sites, which could reveal something that would lead them to raise your insurance premium," says Shomron.

Age also plays a role. "Seeing your DNA when you're 20 is different from seeing it when you're 60," says Shomron. "At 20 major life decisions come into play such as choice of occupation or partner. At 60, an individual has passed through enough life events to be mature

enough to handle the information without a need to change their life course as drastically," he notes.

Concludes Toch: "Our analysis of genomic information will allow initial understanding of the tradeoff between benefits and risks when exposing this type of information, and assist in defining what ought to be kept private."

TEACHING ENGINEERS THE "PRIVACY MINDSET"

In an unusual collaboration, Dr. Eran Toch has worked closely with Prof. Michael Birnhack, a privacy expert at the Buchmann Faculty of Law, together with Dr. Irit Hadar of the Information Systems Department at Haifa University, on the conceptual framework of privacy-by-design. They interviewed engineers and closely examined their professional literature for signs of interest in privacy. "We came to the conclusion that there's a 'privacy mindset' and a 'technological mindset,'" says Birnhack. "The techie guys just don't get privacy. They don't learn it in their academic studies and if they're employed in high-tech companies, they want to get their hands on more information, not less." Birnhack believes that the issue of privacy is not just a legal question, but an engineering, computing and social challenge. "We must teach the engineers to build it into their systems," he says.



Prof. Michael Birnhack of the Buchmann Faculty of Law



Mr. Marc Besen (third from left) with granddaughters Hannah and Ruby Schwartz and Dr. Ido Yavetz

ZVI YAVETZ SCHOOL OF HISTORICAL STUDIES

Commemorating a Munificent Scholar and Educator

They were childhood friends who played chess together in the former Romanian city of Chernovitz. When the clouds of the Second World War descended, they became separated and went on different paths – Marc Besen to Australia, where he became a successful businessman and philanthropist, and Zvi Yavetz to Israel, where he became a leading historian and was instrumental in founding Tel Aviv University’s Graduate School of History.

Despite the distance between them, the two kept close ties through the years. Prof. Yavetz, who died in 2013, made his old friend an official part of the TAU family as a governor and benefactor.

Now, Eva and Marc Besen have perpetuated the memory of their beloved friend by dedicating the School in Yavetz’s name and providing funding for doctoral and post-doctoral fellowships. Mr. Besen flew especially to Israel from Australia for the occasion, together with his two granddaughters, Hannah and Ruby Schwartz.

TAU Vice President Raanan Rein, an alumnus and faculty member of the School, said: “The generous support of

classical studies and geography.

The Yavetz scholarships will support, over a period of four years, ten talented doctoral students working in a wide range of subjects, as well as two post-doctoral fellows from overseas every year.

Zvi Yavetz’s son, Dr. Ido Yavetz of TAU’s Cohn Institute for the History and Philosophy of Science and Ideas, spoke on behalf of his mother, Dvora, and family. “I am privileged to have witnessed the friendship between Marc and Zvi up close. We are very excited by this donation. History was Zvi’s life’s work.”

In his response, Marc Besen said, “Despite the difference between us, Zvi and I kept close over the years. Zvi was my guide, philosopher and friend, as he was to many thousands of students. He was a munificent educator and brilliant sharer of knowledge.”

Concluding the ceremony was a presentation by Yavetz scholarship recipient Gefen Quartler on “Complex Connections: Sino-Indian Relations through the Prism of Their Mutual Historical Perceptions.”

Eva and Marc Besen will ensure this School’s position as a world-class center of historical study. The Besen’s vision and commitment to the State of Israel and to cultural and academic initiatives will be well served through it.”

Intellectual legacy

Then Head of the School Prof. Leo Corry said, “Our School of History was established more than 30 years ago by the late Zvi Yavetz. I think it is safe to say that the School embodies his spirit and intellectual legacy in the most remarkable way. Nothing could be more natural than naming it for him,” he said.

With its 130 students, 50 of whom are doctoral students on full scholarships, “the School is a powerhouse of historical research. Its number, quality and astonishing range of research fields and approaches stand out among the top-rated academic institutions,” said Prof. Corry, who is now Dean of Humanities. He noted that the School is associated with several departments: general history, Middle Eastern and African studies, East Asian studies, history of science,



TAU Honorary Doctor Ronnie Chan guides the group through the Forbidden City



AMAZING CHINA MISSION

Finding Shangri-La with Tel Aviv University



A group of University governors and supporters from across the globe joined TAU's first Amazing China Mission aimed at creating a unique learning experience, while showcasing the University's growing presence across China. The 9-day tour focused on Beijing and Yunnan and gave participants exclusive access to the country's cultural riches.

The expedition was guided by TAU East Asian scholars Drs. Ori Sela and Asaf Goldschmidt, who shared with participants their profound knowledge of China, its language, history, people and culture.

Representing TAU on the tour were President Joseph Klafter, Vice President for Resource Development Amos Elad and Rector Yaron Oz, among other officials.

In his welcome address, Prof. Klafter noted that TAU is "an Israeli superpower in China with links to 30 leading universities, including a partnership with Tsinghua University in Beijing and the Nanjing executive education project for training 1,000 senior city managers at TAU in entrepreneurship."

Private tour of the Forbidden City

A highlight of the trip was an exclusive private tour of the Forbidden City in Beijing led by businessman, philanthropist and TAU Honorary Doctor Ronnie Chan, who is the co-founding director of the Forbidden City Cultural

Heritage Conservation Foundation.

Other highlights included a visit in Beijing to 798 – a complex of art galleries featuring avant-garde works, made possible by TAU supporter Ofer Levin, founder of Yellow Mountain Contemporary Art; a stay in the ancient city of Dali in Yunnan Province and a visit to an experimental farm under the guidance of Iranian Faraz Mani, founder of an NGO educating the Chinese on advances in agriculture. The group toured Zhongdian, also known as "Shangri-La" after the mythical paradise; and the Dong Zhu Lin Monastery and Nunnery, where they viewed its artistic treasures and witnessed a ritual debate on philosophical issues in Buddhism.



WHITMAN FAMILY CENTER FOR COEXISTENCE

Business Education as a Bridge to Peace

By Tallie Lieberman

Dr. Basila Kattouf, a student in TAU's Technology, Innovation and Entrepreneurship MBA Program at the Coller School of Management, dreams of getting his start-up company off the ground.

Kattouf is one of 13 recipients of Whitman Family Scholarships this year, part of the Whitman Family Center for Coexistence established at the Coller School of Management by TAU benefactor and 2008 Honorary Doctor Martin J. Whitman of New York. The scholarships are directed at minority groups who wish to study in one of TAU's top-ranked MBA programs. High-achieving Palestinian, Israeli-Arab, Druze, Ethiopian-born Israeli and Jewish ultra-Orthodox students are all eligible.



▲
From left: Thomas Whitman, Lois and Martin Whitman, AFTAU President and CEO Gail Reiss and Dean of TAU's Coller School of Management Prof. Moshe Zviran

Originally from Nazareth and currently living in Haifa, Kattouf says that his scholarship helped him gain the business skills and build the network he needs to meet his goals. But it also advanced his social outlook: "Personally, and as an Arabic-speaking citizen, it was important for me to join such a program in order to promote coexistence in Israel. Interactions with friends and colleagues here increase the chances of living together in harmony," Kattouf says.

Reducing social gaps

Whitman Family Scholarship recipient Fuad Atila, who grew up in the Druze village of Beit-Jann, believes that "this kind of financial assistance can really reduce social gaps between the different communities in Israel." He adds, "This scholarship makes it possible for me to pursue an MBA at Israel's leading business school and inspires me to believe in the value of giving. I hope and trust that, one day, I too

will be able to help students obtain their education, just as the Whitman Family Center has helped me."

The scholarships not only foster high-level academics, coexistence and social responsibility, but they also raise recipients' self-confidence. After a decade in medical research and development, scholarship recipient Maysa Mustafa, from Kfar Kana in the Galilee, decided to take her career in a new direction and the Whitman Family Center facilitated this change. "Now I believe that I can be an entrepreneur, a self-starter, too," she says.



Maysa Mustafa

The Center is at the heart of Martin Whitman's long-time dream of peace and coexistence in the Middle East. At 91, Whitman, the founder of the New York investment firm Third Avenue Management, is determined to make his mark in the region. In an interview with *The Wall Street Journal*, he said, "I'm like everyone else involved in the Middle East; it's been 60 to 70 years of disappointment. It's good enough just to help people."

Life-long mission

Whitman was inspired to help minority students by his childhood experiences in the Bronx and by his service in the Navy. Throughout his years in the Bronx, Whitman's family faced anti-Semitism. Following WWII he completed a degree in economics from Syracuse University, and today the Syracuse University School of Management is named for him. Mr. Whitman and his wife, Lois, support scholarships for African-American and Latino students at educational institutions throughout the US. He and Lois established a major scholarship fund for Israeli-Arab students at TAU in 2006.

The Dean of the Coller School of Management, Prof. Moshe Zviran, says, "Thanks to the Whitman Center, we are able to help build the educational and managerial foundation for a liberal and democratic Israel that lives in peace with itself and, ultimately, its neighbors."

Yonatan Touval, Director of Strategic Development at the Coller School who oversees the program, says, "The scholarships, along with the center's coexistence activities, underscore our commitment to a pluralistic society that values the richness of human experience."

A signing ceremony for TAU's new Boris Mints Institute for Strategic Policy Solutions to Global Challenges was held at Tel Aviv University in the presence of the Institute's founder, Russian businessman, public figure and philanthropist Mr. Boris Mints and top TAU officials. These included TAU President Joseph Klafter, Vice President Raanan Rein, Vice President for Resource Development Amos Elad, TAU Director-General Mordehai Kohn, and Institute Head and Chair of the TAU Department of Public Policy Prof. Itai Sened.

The agreement was signed during a two-day program organized around three themes: energy, food security and social inequality – topics the Institute will focus on during its first year of activity. Issues discussed included the question of how to meet the world's increasing demand for more energy given the dangers of global warming; how to feed a growing world population without depleting water supplies and other natural resources; and the economic implications of the shrinking middle class.

The Institute's aim is to provide effective policy recommendations based on objective and creative thinking and, ultimately, to bring about substantial positive change. To this end, the Institute will bring together passionate researchers from TAU and other leading universities to analyze pressing issues from an interdisciplinary perspective. Drawing on the expertise of TAU's Department of Public Policy, Gershon H. Gordon Faculty of Social Sciences, and a range of units working in economics, labor studies, conflict resolution, and other critical fields, the Institute will deliver strategic policy recommendations to decision-makers worldwide.



BORIS MINTS INSTITUTE FOR STRATEGIC POLICY SOLUTIONS TO GLOBAL CHALLENGES

Harnessing Israeli Ingenuity to Bring about Positive Change

"TAU's Department of Public Policy is particularly well positioned to take the lead on the Boris Mints Institute, due to its commitment to applying its know-how and experience toward solving real-world problems," said Prof. Klafter.

The Institute will award substantial scholarships to bright young Israeli PhD students who will conduct applied research in the field with local populations in countries such as India, Senegal and Uganda.

The Institute's flagship event will be an annual International Academic Conference, during which major ground-breaking policy solutions formulated by Institute researchers will be presented. The conference will bring together academics, professionals, government and agency officials, industry representatives and the media from Israel and around the world.



TAU President Joseph Klafter (5th from left) and Dr. Boris Mints (6th from left) at the signing



CAMPUS DEVELOPMENT

"We Need to Talk": New Campus Sculpture Promotes Dialogue

TAU has become the 12th partner in an international venture to commemorate the legacy of Václav Havel, first President of the Czech Republic, with a specially designed sculpture entitled "Václav Havel's Place." The sculpture is composed of two linked chairs circling a tree and was designed by artist Bořek Šípek to express the values dearest to Havel's heart – freedom of speech and democratic dialogue.

The work was inaugurated on the TAU campus in the presence of TAU President Joseph Klafter, Czech officials,

the sculpture's sponsors and other supporters of Czech-Israel ties. The ceremony also marked 25 years since the reestablishment of diplomatic ties between Israel and the Czech Republic. Prof. Klafter said, "The Czech Republic is one of Israel's closest friends in Europe, and we appreciate your solidarity with us." He went on to link the ideals championed by Havel with those that guide and shape Tel Aviv University – dialogue, free expression and democratic values.

Czech Minister of Culture Daniel Herman said that Havel deeply respected educated people and enjoyed talking with others, and he reaffirmed the intention of the sculpture as "a place for people to meet and exchange opinions."



From Left: H.E. Daniel Herman, Czech Minister of Culture, Prof. Joseph Klafter and artist Bořek Šípek

CAMPUS DEVELOPMENT

New Building Projects on Campus Forge Ahead

Below is a selection of some of the exciting new building projects taking shape on campus



New Building for the Tel Aviv University Center for Nanoscience and Nanotechnology

Architect Michel Remon of the firm Atelier D'Architecture Michel Remon is the winner of the Open International Architectural Design Competition for the new building of TAU's Center of Nanoscience and Nanotechnology. The jury selected Remon's design from among a number of leading international entries, quoting "its very elegant

appearance that fits well into the architectural context of the Tel Aviv University campus and reflects the building's scientific function." The new building will comprise advanced laboratories and clean rooms, a visitor's center, staff offices, and conference and meeting rooms.



The Steinhardt Museum of Natural History, Israel National Center for Biodiversity Studies

A project of major scientific and public significance, the Steinhardt Museum of Natural History, Israel National Center for Biodiversity Studies, donated by TAU Governor and Honorary Doctor Michael H. Steinhardt, is well under construction, with a planned

opening date of early 2017. The Museum will maintain and display a priceless national treasure – over 5 million specimens of animals and plants that tell the story of the Middle East in the past one hundred years as well as the evolution of humankind across the millennia.

Pictured above is “Behind the Scenes,” one of the numerous innovative and exciting exhibits that will help spark curiosity and a spirit of discovery among children, youth and adults and expose them to the scientific activity conducted in the Museum.



Architectural renderings of the Center

The Dan David Center for Human Evolution and Biohistory Research

Honoring the memory and legacy of TAU benefactor and Honorary Doctor Dan David and his passion for human evolutionary research, the Dan David Foundation is establishing the Dan David Center for Human Evolution and Biohistory Research on the third floor of TAU's Steinhardt

Museum of Natural History, Israel National Center for Biodiversity Studies. The Center will store, research and exhibit the 15,000 specimens in TAU's unique Biological Anthropology Collection.

PROFILE: DR. H.C. ERNST GERHARDT

Paying Tribute to a True Friend

Outgoing President of the German Friends and TAU Honorary Doctor Ernst Gerhardt was hailed for his deep commitment to Israel and TAU



From left: New president of the German Friends Uwe Becker; outgoing president Dr. h.c. Ernst Gerhardt; TAU Governor and Honorary Doctor Mr. Josef Buchmann; TAU President Joseph Klafter

Dr. h.c. Ernst Gerhardt, President of the German Friends of Tel Aviv University since 1986, was feted at a gala evening marking the end of his three decades of activity on behalf of the Friends Association. The event in Frankfurt was held close to Mr. Gerhardt's 94th birthday.

Attending were TAU President Joseph Klafter; Vice President for Resource Development Amos Elad; the Gerhardt family; incoming President of the German Friends Association and City Treasurer of the City of Frankfurt,

Uwe Becker; TAU Governors and Honorary Doctors Mr. Josef and Mrs. Bareket Buchmann; and members of the German Friends.

Prof. Klafter noted that Mr. Gerhardt was the longest-serving president of a TAU Friends association in the history of the University. He hailed Mr. Gerhardt's contribution to the City of Frankfurt's economic and cultural development as "legendary," including serving in the Parliament and as City Treasurer on top of his many voluntary activities.

Prof. Klafter noted that Mr. Gerhardt had also been instrumental in strengthening bilateral relations between Frankfurt and Tel Aviv, and between Germany and Israel, channeling his deep commitment to Israel into activity on behalf of TAU and higher education. Along with the late TAU Vice President Yehiel Ben-Zvi and early supporters such as Josef Buchmann and others, Mr. Gerhardt built up the standing of Tel Aviv University in Frankfurt and Germany.

Mr. Gerhardt is the recipient of some of Germany's highest awards and honors, among them the Federal Cross of Merit with Star, the Wilhelm-Leuschner Plaque of the State of Hesse, and the Badge of Honor of the City of Frankfurt.

Under Mr. Gerhardt's leadership the German Friends have initiated numerous projects, among which is the Ernst Gerhardt Scholarship Fund, which was founded in 1985. The Fund has provided 1,140 scholarships to date and is still going strong.

Prof. Klafter presented Mr. Gerhardt with a tribute album containing photos of 30 years of German Friends activity as well as letters of appreciation from students who have benefited.

KRAMER-LEVINSON MEMORIAL SCHOLARSHIP FUND

Remembrance through Helping Worthy Students

In August 1968, three young lives were cut short in a car accident in New Mexico. The three were family members of Gerry Kramer of New York City, who established the Kramer-Levinson Memorial Scholarship Fund at TAU's Bob Shapell School of Social Work over 40 years ago in memory of his brother and sister-in-law, Martin and Linda Kramer, and cousin Ruth Levinson. Martin and Linda were social workers in New York and Ruth was a secretary at TAU at the time of the tragedy.

Gerry used the proceeds of his brother's life insurance and donations from friends and family to launch the scholarship fund. Now, years later, the Kramer-Levinson

Fund has helped dozens of bright graduate students with financial needs complete their studies at the Shapell School.

Gerry shares his passion for supporting students at TAU with Hedy, his wife of 29 years. The couple have traveled to Israel frequently and met scholarship recipients over the years. "The students are very appreciative and we've been very impressed with their diversity. We're pleased that both Arabs and Jews are among the recipients of the Kramer-Levinson Memorial Scholarship," said Hedy. "We long for peace and feel that one way to reach it is by supporting scholarships and helping students get an education."



Gerry and Hedy Kramer



Miriam Smolarz Honored

Tel Aviv University Governor and President's Award recipient Miriam Smolarz was awarded an Honorary Doctorate at a dedicated conferment ceremony held at the elegant Alvear Palace Hotel in Buenos Aires. A longstanding friend of TAU, Mrs. Smolarz was recognized for being a guiding light to the Argentinean Jewish community over decades; her promotion, together with her husband Adolfo, of the academic, scientific and cultural standing of the University



in Argentina; her engaged commitment and activity on behalf of the Argentinian Friends spanning 36 years; and for her heartfelt dedication to the State of Israel and the Jewish People.

The 150 family members, personal friends of the Smolarz family and members of Tel Aviv University Friends Associations who witnessed the momentous ceremony organized by the Argentinean Friends also enjoyed a celebratory dinner and musical performance.



From left: TAU President Joseph Klafter, and TAU Honorary Doctors Miriam Smolarz and Argentinean Friends President Polly Mizrahi de Deutsch

A group of young professionals and second and third generation TAU supporters from Israel and abroad took part in the second Discover TAU Mission in early 2016. The Mission was founded to spark a passion for TAU among young opinion leaders and to plant the seeds for a long-term relationship with the University.

The vibrant and diverse program gave participants a sampling of the University's extensive offerings. It included a tour of the MRI facility at the Alfredo Federico Strauss Center for Computational Neuro-Imaging, where center director Prof. Galit Yovel presented her and her colleagues' discoveries on the human brain; and a visit to the prehistoric archaeology lab accompanied by the Directors of the Qesem Cave excavations, Profs. Avi Gopher and Ran Barkai.

The mission kicked off with a welcome dinner hosted by Dr. Nava Michael-Tsabari, co-director of the Raya Strauss Center for Family Business at TAU's Coller School of Management, and Roni Tsabari. Participating were TAU supporter Raya Strauss, founder of the Raya Strauss Center, TAU President Joseph Klafter and Vice President for Resource Development Amos Elad.

The group also spent a day on the TAU campus, hearing presentations by TAU researchers including Prof. Ariel Munitz of the Sackler Faculty of Medicine, who spoke on how to "shut down" harmful autoimmune responses; Dr. Carmit Katz from the Bob Shapell School of Social Work, who discussed novel techniques for getting children to express themselves; and zoology professor David Eilam, who described the evolution of OCD (obsessive compulsive disorder).

Tours off campus included visits to Google Israel where the group met with TAU alumni working there; a control tower at an air force base, guided by Brig.-Gen. (res.)

Nehemia Dagan; a meeting with a senior Israeli diplomat, and wine-tasting in the Judean Hills.

"I'm so happy I came. I am very impressed with what TAU does and I saw hope and new exciting things happening in my country," said one Israeli delegate. "It was a fascinating two days." The oppor-



DISCOVER TAU MISSION 2016

Mission Fuses Leadership and Passion

tunity to mingle with TAU faculty and with each other was another highlight, leaving the participants eager for more in the future. One participant summed up the experience: "I look forward to getting back together again as a group, to doing things together and building up a community."



Rector Prof. Yaron Oz addresses the group



Archaeology student Shimrit Salem explains an exhibit to the group in the prehistoric archaeology lab



From left: New York Governor Andrew Cuomo, Weizmann President Daniel Zajfman, Hebrew University President Menahem Ben-Sasson, Mortimer B. Zuckerman, Technion President Peretz Lavie and TAU President Joseph Klafter

MORTIMER B. ZUCKERMAN SCHOLARS PROGRAM IN STEM LEADERSHIP

Program Will Strengthen US-Israel Academic Collaboration

American business leader and philanthropist Mortimer B. Zuckerman has launched the Zuckerman STEM Leadership Program, a transformative initiative designed to support future generations of leaders in science, technology, engineering and math in the United States and Israel and, over time, foster greater collaboration between two of the world's most advanced scientific research centers.

Unveiled at a VIP event in New York, attended by Governor Andrew Cuomo, Nobel Prize laureates, and leaders from business, technology, politics, academia and the arts, the Program will be a game-changer for scientific collaboration between the United States and Israel. The Program will provide over \$100 million in scholarships and related educational activities to benefit participating scholars and universities over the coming ten years.

The Zuckerman STEM Leadership Program will give the highest-achieving American post-doctoral researchers and graduate students the ability to collaborate with leading researchers at Israel's top research institutions – Tel Aviv University, Hebrew University of Jerusalem, Technion–Israel Institute of Technology, and the Weizmann Institute of Science. By exposing American participants to Israel's renowned research and startup culture, the Program aims to raise a generation of academic, scientific and industry

leaders in the United States infused with a unique spirit of entrepreneurship and innovation.

The program will simultaneously bolster Israeli research institutions by supporting the return and absorption of talented young Israeli scientists from leading universities in North America and Europe.

“We are pleased and grateful to have Mort Zuckerman as a partner in advancing two top national priorities in Israel – reversing brain drain and deepening the Israeli-American friendship. With the help of this new fund, Israel and the United States will forge a shared tomorrow of scientific and technological excellence,” said TAU President Prof. Joseph Klafter.

Mort Zuckerman, who made his fortune in the real estate and media fields, said: “At a time when collaboration is essential to advanced scientific research, this program gives the next generations of leading American and Israeli academics the ability to work together on cutting edge research in ways that stand to benefit their fields for years to come.”

“Mort’s friendship is demonstrated yet again through this important initiative,” said Prime Minister of Israel Benjamin Netanyahu in a special video message.

The Zuckerman STEM Leadership Program will be supported by funding from Mr. Zuckerman’s foundation, and the first class of Zuckerman Scholars will begin in the 2016–2017 academic year. The foundation’s long-term intent is to ensure that the Zuckerman Scholars Program and its related educational activities continue in perpetuity.



From left: Prize Coordinator Prof. David Andelman, TAU President Joseph Klafter, Prof. Stephan Grill, Prof. Nieng Yan and TAU's Prof. Michael Kozlov and Prof. Michael Urbakh, Co-Prize Coordinators

Sackler Prize Recognizes Young Biophysicists

Center, Technical University, Dresden, Germany for his seminal work on the physics of polymer networks formed within cells; and to Prof. Nieng Yan of the Center for Structural Biology at Tsinghua University, China, for her groundbreaking research on the structural biology of human glucose transporters. The prize ceremony was preceded by the Sackler Biophysics Symposium on “Physics of Living Systems.”

The Raymond and Beverly Sackler Prize in Biophysics for 2015 was awarded to Prof. Stephan Grill of the Biotechnology



New Presidents



TAU Governor **Richard Sincere** is the new National Chairman of American Friends of Tel Aviv University. He is the Founder/CEO of Sincere & Co., a third-party marketing company representing start-ups and mutual funds to Registered Investment Advisors. He is an alumnus of TAU's Overseas Program in 1973-1974. He has a BA from University of Wisconsin, Madison, and an MBA from J.L. Kellogg Graduate School of Management at Northwestern University.



Uwe Becker is the newly-appointed President of the German Friends. A seasoned politician, Uwe is Deputy Mayor and City Treasurer of Frankfurt/Main, Head of the Shareholdings and Church Affairs Department, and a member of the regional government of the FrankfurtRheinMain Metropolitan Region. Uwe is member of several boards and is the Deputy Chairman of the German-Israeli society (DIG) in Frankfurt. He initiated the official German-Israeli friendship day, celebrated annually.



TAU Governor **Claire Dalfen** is now President of the Canadian Friends of Tel Aviv University, Quebec, Ottawa, and Atlantic Canada. A native Montrealer, Claire is a retired teacher, librarian and communications practitioner. She has long been involved with various local Jewish community organizations, and currently serves on the Board of Auberge Shalom pour Femmes.



Jeff Wagman has been appointed National President of the Canadian Friends. Jeff has been associated with the Association for more than 20 years, and is the current Chairman of Ontario and Western Canada. A TAU Governor and alumnus, Jeff is past chair of BBYO, a worldwide Jewish youth organization.



Millie Bettsak has been appointed founding President of the newly-established Panamanian Friends. A lawyer with a diploma in creative writing, Millie is actively involved in the Panama Jewish community and currently works with JUPA, a Bnei Brith affiliated non-profit organization that designs and runs education programs. For the past two years she has been collaborating through JUPA with the Ted Arison Family Foundation on a local Good Deeds Day.



TAU Governor **Dr. Alexander Machkevitch** is founding President of the Kazakhstani Friends. Former Dean of the Kyrgyz Faculty of Pedagogics, Alexander is a successful businessman and Eurasian Industrial Association (Kazakhstan) President, Euroasian Bank (Kazakhstan) Council of Directors Chairman, and Kazakhstan Mineral Resources Corporation co-founder and Vice President. Alexander is also President of the Kazakhstan Jewish Congress, and member of the European Jewish Congress and World Jewish Congress Executive Committees.

The field of intellectual property (IP) has become increasingly important with the explosion of the Internet, social media, and other digital platforms.

Tel Aviv University and the S. Horowitz & Co. law firm have responded to this trend by establishing the S. Horowitz Institute for Intellectual Property (SHIIP) in Memory of Dr. Amnon Goldenberg. With a focus on copyright, patents, trademarks, and related fields, SHIIP's mission is to foster innovative and interdisciplinary research on IP.

With the Institute's establishment, the S. Horowitz & Co. law firm commemorates Dr. Goldenberg, one of its

S. HOROWITZ INSTITUTE FOR INTELLECTUAL PROPERTY

Examining IP Law

leading litigators. Goldenberg, who passed away in 2005, handled Israel's most important IP cases. Among his many public activities, Goldenberg served as President of the Israel Bar Association and senior lecturer at TAU.

The Institute was inaugurated at the Buchmann Faculty of Law. Francis Gurry, Director-General of World Intellectual Property Organization, and Prof. Nili Cohen, President of the Israel Academy of Sciences and Humanities and former TAU Rector, were the keynote speakers.

"Thanks to the profusion of innovation in Israel, IP is a major force in the local economy," said Prof. Michael Birnhack of the Buchmann Faculty of Law and SHIIP's director.

Montreal: Inside Iron Dome

The Ottawa, Quebec & Atlantic Canada chapter of the Canadian Friends hosted TAU alumnus Brig. Gen. (res.) Dr. Danny Gold, pioneer of the Iron Dome missile defense system, who spoke at functions hosted by Emmelle and Alvin Segal, Dr. Sydney and Cally Kardash and Alexandre Abecassis, as well as to 400 people at the Ottawa Jewish Community Center.



From left: CFTAU Ottawa, Quebec & Atlantic Canada President Claire Dalfen, member of the Executive of the Board of Directors Sue Carol Isaacson, Colonel Adam Susman, Emmelle Segal, CFTAU National Chair and TAU Honorary Doctor Judge Barbara Seal CM, Dr. Danny Gold and Meir Buber

Toronto: Economic Forecast

Matan Hodorov, Chief Economic Correspondent of Israel's Channel 10 News and TAU alumnus, spoke to a group of Canadian alumni and community members on Israel's economic future at an event organized by the Ontario and Western Canada Canadian Friends and hosted by Moti Jungreis and Revital and Nitzan Wienberg.



From left: CFTAU National President Jeff Wagman, Moti Jungreis, Matan Hodorov, Revital and Nitzan Wienberg, and CFTAU Ontario and Western Canada Executive Director Stephen Adler

Punta del Este: Facing Challenging Times

Over 2,000 participants, including TAU Vice President for Resource Development Amos Elad, attended the Argentinean Friends' annual summer event. Keynote speakers were TAU Honorary Doctor Marcos Aguinis and Dr. Santiago Kovadloff. TAU Board of Governors Vice Chairman Adolfo Smolarz and TAU Governor Miriam Smolarz, both TAU Honorary Doctors, generously hosted a festive luncheon with speaker Dr. Luis Alberto Lacalle de Herrera, former President of Uruguay and TAU President's Award recipient.

From left: Adolfo Smolarz, Kuky and Sergio Grosskopf, TAU Governor Fred Chaoul, Argentinean Friends President Polly Mizrahi de Deutsch and Mirtha Chaoul



Buenos Aires: Risk Analysis

The Argentinean Friends celebrated the 20th anniversary of their legendary International Economics Symposium. Over 1,400 people, including diplomats, business and community leaders, attended the influential forum, famous for its high academic standard and the impact it has on the business world.



São Paulo: Meeting a TAU Icon

Ilan and Denise Goldfajn hosted 50 guests at their home to meet former TAU President and Israeli Ambassador to the US, Prof. Itamar Rabinovich. Among those attending were past presidents of the Central Bank of Brazil, former government ministers and advisors, and TAU supporters.



From left: São Paulo Brazilian Friends President Eduardo Wurzmann, Prof. Itamar Rabinovich and Ilan Goldfajn

Frankfurt: Good Sports

TAU governors, longstanding supporters, new members of the German Friends and members of the banking community participated in an inspiring evening at the Eintracht Frankfurt Soccer Club Museum, located in the Commerzbank-Arena Olympic stadium, hosted by the German Friends.



From left: TAU Honorary Doctors and Governors Josef and Bareket Buchmann with German Friends President Uwe Becker



Rio de Janeiro: It's All in the Genes

The Brazilian Friends in Rio de Janeiro hosted TAU's Prof. Miguel Weil of the George S. Wise Faculty of Life Sciences. He spoke at a public lecture attended by 80 community members and organized by Rio Board member Oren Perlin, and at a private supper hosted by Rio de Janeiro Brazilian Friends President Lea Klabin and TAU Governor Israel Klabin.

Prof. Weil speaking to guests at the Klabin home



Mexico: Innovation Delegation

At an elegant dinner held at their home, Mexican Friends President Jaime Murow Troice and his wife, Betty, hosted a TAU delegation comprising President Joseph Klaffer; Vice President for Resource Development Amos Elad; Senior Resource Executive for Latin America and Spain Herman Richter; Dean of Engineering Yossi Rosenwaks; and prominent professors and alumni. Also attending were TAU Honorary Doctor David Korenfeld; Mexican National Water Commission Director Roberto Ramirez de la Parra; members of the Mexican Friends and TAU supporters. The delegation participated in Mexico's National Institute of Innovation (INADEM) annual expo, the only overseas institution of higher learning represented.

From left: Jaime Murow, Prof. Joseph Klaffer and Dr. David Korenfeld



Spain: Strengthening Ties

TAU Vice President for Resource Development Amos Elad and Senior Resource Executive for Latin America and Spain Herman Richter attended scientific conferences, visited leading institutions and met with local government officials and Spanish-based entrepreneurs during their second official visit to Marbella, organized by Spanish Friends Co-President Patricia Nahmad.

Pictured: Prof. Miguel Weil (left), Prof. Orna Elroy-Stein (third from left), Melissa Herrero (standing, left), Herman Richter (standing, middle), Patricia Nahmad (standing, right), Marie Noelle Erize Tisseau (right), with representatives of the University of Málaga and BIONAND



Tel Aviv: Welcome French Speakers

TAU launched a new Association of French-Speaking Friends in Israel. Chaired by Agnes Goldman, an international public relations expert, the Association will hold regular activities for its members, including a monthly lecture with TAU professors from a range of departments.

From left: French-Speaking Friends Chairwoman Agnes Goldman (far left) and honorary patron Prof. Ruth Amosy (far right) with new members of the Association



Tel Aviv: Financing Fellowships

The Israeli Friends' Business Academic Club launched its 2016 "60 Years, 60 PhD Fellowships" Campaign in the presence of Israeli Finance Minister Moshe Kahlon. At the event, donors were honored for their contribution to the successful 2015 doctoral fellowship drive.

From left: TAU President Joseph Klaffer with Finance Minister Moshe Kahlon



Paris: Night of Honors

The French Friends held a gala dinner for TAU Honorary Doctor Maurice Levy at the City Hall of Paris (Hotel de Ville). The event was held under the auspices of Mayor of Paris Anne Hidalgo, who was presented with the President's Award by TAU President Joseph Klaffer.

From Left: Dean of Management Moshe Zviran; French Friends President Prof. François Heilbronn; TAU Honorary Doctor Maurice Levy and Prof. Joseph Klaffer. Photo: Samuel Sadoun

Kazakhstan: New Friends Association

TAU's newest Friends Association has been established in Kazakhstan. During a major economic forum held in Astana, Kazakhstan, TAU Board of Governors Chairman Jacob A. Frenkel announced the appointment of TAU Governor Dr. Alexander Machkevitch as founding President of the Kazakhstani Friends. Dr. Machkevitch is a prominent businessman who is active in the Jewish community.



From left: Prof. Jacob A. Frenkel, Prime Minister of Luxembourg Mr. Xavier Bettel, Ambassador of the Grand-Duchy of Luxembourg Mr. Pierre Ferring and Dr. Alexander Machkevitch



London: University for a Day

For the 4th consecutive year, the Tel Aviv University Trust brought four of TAU's brightest minds to London to showcase their innovative research. The event, hosted by Investec Private Banking, was attended by a 150-strong audience who enjoyed the intellectual breadth and multidisciplinary diversity of the topics.

From left: Menny Barzilay, Tel Aviv University Trust Chief Executive Cara Case, Investec Head of Business Development Doug Krikler, Dr. Vered Padler-Karavani, Prof. Miguel Weil, Prof. Asher Susser, and TAU Governor Prof. Eli Talmor

Boston: Celebrating TAU@60

The Boston Alumni Leadership Committee of American Friends kicked off the worldwide celebration of TAU@60 with an Evening of Music & Art at the Pucker Gallery. More than 75 guests enjoyed a concert by TAU alumni musicians.



Pictured: Tal Zilber (pianist) and Dani Rimoni (violinist)

New York: Gala Celebration

More than 300 guests of American Friends celebrated 60 years of learning and discovery at TAU. The gala evening featured TAU alumnus Dr. Danny Gold, Iron Dome instigator; Adi Ezroni, actor and filmmaker; Tal Kerret, Silverstein Properties President; Lilach Asher-Topilsky, IDB Chairman & CEO; and Consul General of Israel in New York Amb. Ido Aharoni. Also attending were TAU Board of Governors Chairman Jacob A. Frenkel and TAU President Joseph Klaffer.



From left, standing: American Friends National Chairman Richard Sincere, TAU Governor Mark S. Levenson, Ellen Horing, Prof. Joseph Klaffer, TAU Governor Dr. Marc Rothman, Tim Schindwein, Clement Erbmann, American Friends President & CEO Gail Reiss and TAU Governor William Cohen. Sitting: Chairman Emeritus of the TAU Board of Governors Harvey Krueger.

Melbourne: Night at the Flicks

Guests of the Australian Friends in Victoria filled the Lido Theatre to capacity for a screening of films produced by students of TAU's Steve Tisch School of Film and Television.



From left: Australian Friends (Vic) Deputy President Rosie Potaznik; Dov Potaznik; Australian Friends (Vic) President Dr. Victor Wayne; and Honorary Treasurer Walter Kastelan



Hong Kong: Official Launch

The Hong Kong Friends association was officially launched by its chairperson, Sharon Ser, at the China Club. Over 60 guests from the local Jewish and business communities heard from TAU alumnus and co-founder of Waze Uri Levine and TAU Honorary Doctor Ronnie Chan.



From left: Chairman of the Israel Chamber of Commerce Dr. Rafi Aharoni, Mr. Ronnie Chan, TAU President Joseph Klaffer, TAU Executives Meir Buber and Michal Mor Shtorch, Consul General of Israel in Hong Kong Sagi Karni, Sharon Ser, Uri Levine, and TAU Vice President for Resource Development Amos Elad. Photo: <http://www.magnificent-hkg.com/>

TAU's first alumni association in China was inaugurated in the city of Nanjing in the presence of TAU President Joseph Klafter. During the meeting, a database featuring 5,000 Israeli companies, all in Chinese, was presented – the brainchild of Sofaer International MBA graduates of TAU, including one from Nanjing. The database gives high-tech entrepreneurs and investors in China and Israel the opportunity to connect and work together. The Nanjing alumni group emerged from a project that is bringing 1,000 senior city executives and managers to TAU's LAHAV executive business education unit for training in innovation and entrepreneurship.

The occasion was marked by the signing of an MOU between TAU and the Nanjing Economic and Technological Development Zone to explore the possibility of establishing a joint Entrepreneurship and Innovation Center.

Dignitaries attending the event included Mr. Huang Lan, Vice Mayor of Nanjing Municipal Government; Mr. Bao Yong'an, Vice Chairman of CPPCC Nanjing Municipal Committee; and Mr. Arnon Pearlman, Israel Consul General in Shanghai. The China Alumni Association leadership comprised Dr. Yan Lugen, Honorary Chairman; Mr. Qin Yinlin, Chairman; and Ms. Orly Fromer, TAU President's Advisor and Director of Asian Academic Affairs and co-founder of the association, together with Mr.



TAU President Joseph Klafter (left) with Mr. Huang Lan, Vice Mayor of Nanjing and a TAU alumnus

Expanding in China... with Alumni

Edwards You Lyu, Secretary-General and TAU graduate.

Two more agreements

Also in China, an MOU was signed between Prof. Klafter with Yunnan University President Prof. Lin Wenxun for joint research, continuing education and scholarly exchange, as well as the possible establishment of an Innovation Research Center.

In a separate event, a trilateral MOU was signed between the School

of Advanced Agriculture at Peking University (PKU), the city of Weifang in Shandong Province, and the Manna Center Program for Food Safety and Security at TAU's George S. Wise Faculty of Life Sciences. The agreement covers the feasibility and planning stage of a proposed joint research center and campus in Weifang in the area of food security. It was signed by Dean of Life Sciences Prof. Danny Chamovitz, who was instrumental in creating the vision for the center.

A Sign of Support for Students

Significant steps toward improved accessibility have been achieved through the Nathan, Anne, Kim and Julian Geller Family Foundation Accessible Campus Project at Tel Aviv University. Thanks to the donation of Julian Geller and family of the USA, the campus now has new ramps, upgraded sidewalks and pathways and renovated restrooms, as well as assistance for hearing and visually impaired students. Says Julian Geller, 76, a real estate entrepreneur and supporter of higher education in Israel and of AIPAC, "I believe in this project because it helps the TAU community with disabilities and the Torah tells us to give to those in need." Pictured: one of several prominent signs on campus honoring this important gift.



India-Israel Bilateral Ties Bolstered

The 8th India-Israel Forum, held at TAU, brought together some 40 delegates representing the academic, business and policymaking communities of the two countries. Attendees gathered in TAU's Porter School of Environmental Studies building to deliberate India-Israel ties, bilateral trade relations, the Internet of Things (IoT) technology and new avenues for defense collaboration.

TAU President Joseph Klafter welcomed the delegates to campus and thanked TAU's long-standing partners in this event – Ananta Aspen and the Confederation of Indian Industry (CII) – for working with TAU to deepen bilateral ties.

by Israeli Minister of Education Naftali Bennet. Following the Forum the delegates visited the residence of President of Israel and the Prime Minister's Office.

Among the participants were leading Indian industrial conglomerates and family concerns, including Tata, Reliance Industries, the Firodia Family, the Shakti Group, the Manipal Group, Godrej & Boyce, the Jetline Group and the Murugappa Group. The Israeli delegates included the Chairman of Bank Hapoalim Yair Seroussi; Chairman of the Board of TAU's Ramot, Shlomo Merkel; Head of the Ministry of Defense R&D program Ophir Shoham; Chairman of

India-Israel Forum members together with Israel President Reuven Rivlin (seated right)



This year's Forum was chaired by Chairman and CEO of Henry Schein Stan Bergman; Godrej & Boyce Chairman Jamshyd N. Godrej; Chief Mentor of CII and TAU Honorary Doctor Tarun Das; and Chairman of Zim Shipping Aharon Fogel. Also in attendance were Ambassador of India Jaideep Sarkar and Israeli Ambassador to India and Sri Lanka Daniel Carmon.

The concluding panel was attended

IAI Rafi Maor; President and CEO of IDE Technologies Avshalom Felber; and Chairman of the TAU Executive Council Dr. Giora Yaron; as well as executives from leading multinational corporations GE and Broadcom.

The Forum receives support from the Pears Foundation and the Stanley and Marion Bergman Charitable Trust, as well as Keter Industries, Pitango and Bank Hapoalim.

Top rankings

- TAU placed among the global 100 Most Innovative Universities, and the 1st in Israel, in a recent Reuters ranking. The criteria focused on academic papers and patent filings, which indicate an institution's R&D output and interest in commercializing its discoveries.
- TAU's Blavatnik School of Computer Science again made the world's top 20 according to the Shanghai rankings.
- TAU spinoff company StoreDot was singled out as one of 10 hottest Tel Aviv-based companies by UK Wired Magazine. The company, co-founded by professors Simon Litsyn and Gil Rosenman of TAU's Iby and Aladar Fleischman Faculty of Engineering, has raised a total of \$66 million from private investors to date. The company has developed a smart battery that can be charged 100 times faster than regular batteries.

The 4th annual UCI/TAU workshop

A joint workshop of TAU and the University of California, Irvine, organized by the Iby and Aladar Fleischman Faculty of Engineering was held at TAU for the fourth year running. The international meeting hosted scientists, industrialists and entrepreneurs who exchanged expert insights on issues related to the Internet of Things, focusing on big data and visualization, communications and security, and sensors and systems.

Eye on Naples

TAU and the Italian National Institute of Optics in Naples (INO) signed an MOU for collaboration in the area of photonics, nonlinear optics and laser spectroscopy. The agreement was signed by Prof. Ady Arie, Head of the School of Electrical Engineering at TAU's Idy and Aladar Fleischman Faculty of Engineering and winner of the Kadar Family Award for Outstanding Research, Prof. Raanan Rein, and Dr. Paolo de Natale, Director of INO. In addition to student exchange, mutual visits and joint seminars, the two sides plan to establish a joint laboratory for collaboration in the area of nonlinear optics.



Flying together

TAU and the International Air Transport Association (IATA) signed an agreement for collaboration in the area of airplane and airport safety and security, focusing on big data, cyber security, authentication, security checks and general security. As part of the agreement, representatives of IATA are working together with Ramot, the University's technology transfer arm, and TAU's Blavatnik Interdisciplinary Cyber Research Center to open a joint aviation innovation center in the field. TAU Vice President Raanan Rein, who signed the agreement with IATA, called it "an important step in the university's relationship with international companies and industry that demonstrates our leading role in entrepreneurship, innovation and research."



Pictured: The Israeli-German Pavilion, a collaborative project of TAU's David Azrieli School of Architecture and the Technical University of Berlin, at the entrance to the University on Lester and Sally Entin Square. The project, which marked 50 years of diplomatic relations between Israel and Germany, brought together students, architects, craftspeople and construction workers from both countries to design and build the structure in the tradition of the Bauhaus movement and in keeping with the principles of sustainable building.

prizes

Sackler Visiting Professor Joel Mokyr Wins Balzan Prize

Prof. Joel Mokyr, a Raymond and Beverly Sackler Senior Professor by Special Appointment at TAU's Eitan Berglas School of Economics, is one of four winners of the prestigious Balzan Prize in the category of economic history. Prof. Mokyr has been a visiting professor at TAU since 2001.

The prize – which grants 750,000 Swiss francs (\$755,000) to each recipient – is awarded by the International Balzan Prize Foundation, an organization that promotes culture, the sciences and worthy initiatives in the cause of humanity, peace and fraternity among peoples throughout the world.

Prof. Mokyr is Robert H. Strotz Professor of Arts and Sciences and Professor of Economics and History at Northwestern University, Illinois. He is well-known for his work on the historical origins of the knowledge economy and on long-term economic growth and the history of technology.



Prof. Joel Mokyr



Prof. Raanan Rein Wins Humboldt Award

TAU Vice President Prof. Raanan Rein, a member of the Zvi Yavetz School of Historical Studies, has won the Humboldt Research Award and Reimer Lüst Award for International Scholarly and Cultural Exchange. Prof. Rein was recognized for his "outstanding body of research in History and Latin American Studies and for his contribution to and impact on these research fields." The Reimer Lüst Award is the most prestigious of all the Humboldt Awards and is awarded jointly by the Alexander von Humboldt Foundation together with the Fritz Thyssen Foundation, both of Germany.



Prof. Raanan Rein



From left: Israeli Minister of Science and Technology Ofir Akunis, Prof. Ehud Gazit and Italian Ambassador to Israel Francesco M. Talò



TAU Professor Receives Italian Knighthood

A Knighthood in the Order of the Star of Italy was bestowed on TAU's Prof. Ehud Gazit of the George S. Wise Faculty of Life Sciences, former TAU Vice President for Research and Development and former Chief Scientist of the Israeli Ministry of Trade and Industry. Prof. Gazit achieved the honor for his contribution to the advancement of science and extensive public works in Israel and abroad, as well as his many years of promoting joint Israeli-Italian research.



A still from *Sand Storm*

Sand Storm, directed by Elite Zexer, an alumna of TAU's Steve Tisch School of Film and Television, won the World Cinema Grand Jury Prize: Dramatic at the Sundance Film Festival held in Utah. Cited by *Variety* as a "deeply affecting film," *Sand Storm* delves into the complexities of Bedouin society in Israel, focusing on the lives of two Bedouin woman, a mother and her daughter. When their entire lives shatter, the two women struggle to change the unchangeable rules, each in her own individual way.



SUNDANCE FESTIVAL PRIZE

Royal Spanish Academy Appoints TAU Researcher in Historic Decision

For the first time in its 300-year history, the Royal Spanish Academy has opened its doors to several Israeli professors, among them Prof. Eleazar Gutwirth of the Department of Jewish History, Lester and Sally Entin Faculty of Humanities. The landmark decision was intended to recognize Prof. Gutwirth's decades-long contribution to the study of Sephardic, Hispano-Jewish history and culture in the medieval and Renaissance periods. He was elected to the Academy as a life member following a three-year selection process. Director of the Academy Prof. Darío Villanueva Prieto explained that the decision recognizes the contribution of Sephardic Jewry to the culture of Spain before and since their expulsion in 1492.



Pictured from left: Ambassador of Sweden Ms. Ulrika Cronenberg-Mossberg, TAU Vice President Raanan Rein, Dana Alexander, Adi Feinermann, Head of the Kantor Center Prof. Dina Porat and Ambassador of Hungary Andor Nagy

Remembering Raoul Wallenberg

A ceremony commemorating Raoul Wallenberg, a Swedish diplomat who saved thousands of Jews in Nazi-occupied Hungary during WWII, was held on the TAU campus for the 28th year running. Organized by TAU's Kantor Center for the Study of Contemporary European Jewry, the ceremony marked the kidnapping and disappearance of Wallenberg on 17 January 1945. During the ceremony Wallenberg Scholarships, established by the Swedish Friends of TAU, were awarded to Dana Alexander, a PhD student and human rights activist at TAU's Buchmann Faculty of Law, and Adi Feinermann, a master's student specializing in Holocaust research at the Lester and Sally Entin Faculty of Humanities.

people

Italian Prime Minister Renzi Visits TAU

Italian Prime Minister Matteo Renzi attended a bilateral conference on innovation at TAU, organized jointly with the Italian Embassy in Israel and held in the Raya and Josef Jaglom Auditorium. The packed audience included Ambassador of Italy to Israel Francesco Maria Talò, Israeli Ambassador to Italy Naor Gilon, TAU leaders and governors, and members of the Italian and Israeli scientific communities.

“I chose to start my inaugural visit to Israel as prime minister here at Tel Aviv University, the center of the Israeli start-up nation, which has become for us Italians a role model and a close partner,” said Renzi at the event.

TAU President Joseph Klafter said the visit underscored the multiple research collaborations between TAU and Italy, including a recently signed agreement for a joint cyber lab between TAU and the University of Modena and Reggio Emilia; a

multi-year project between the Porter School of Environmental Studies and the Italian Ministry of the Environment; a joint Italian-Israeli Laboratory on Neuroscience at the Sagol School of Neuroscience; participation by TAU and Italian counterparts in 12 major research consortia under the EU’s 7th Framework; and decades-long



research collaborations in the fields of Italian history, Italian Jewry, Italian art, classics, Mediterranean studies and many other fields.

TAU governors attending included TAU Honorary Doctor Sami Sagol, founder of the Sagol School of Neuroscience and a recent recipient of the Commander of the Order of the Star of Italy; Ariel David, board member of the Dan David Prize and Dan David Foundation, and his mother, TAU Honorary Fellow Gabriela David; international businessman Eduardo S. Elsztain of Argentina; and Selina Goren-Komeran.



Pictured from left: Matthew Weiner, TAU President Joseph Klafter and Head of the Steve Tisch School of Film and Television Yaron Bloch

A “Mad Man” Comes to TAU!

Creator of *Mad Men*, Matthew Weiner, visited TAU as a guest of the Business Academic Club of the Israeli Friends of Tel Aviv University. During his visit, Weiner gave master classes to students of TAU’s Steve Tisch School of Film and Television and received the TAU President’s Award 2015 for his contribution to the entertainment industry. Also attending were Amnon Dick, President of the Israeli Friends, and Agnes Goldman, Chair of the new French-Speaking Friends of TAU in Israel.

Italian Prime Minister Matteo Renzi (left) with TAU President Joseph Klafter

Hong Kong Chief Executive Visits TAU

Chief Executive of Hong Kong Special Administrative Region, People’s Republic of China, C. Y. Leung, visited TAU accompanied by a delegation of top Hong Kong officials, university heads and trade delegates. Mr. Leung was greeted by TAU President Joseph Klafter and was briefed on TAU’s comprehensive technology transfer program by Dr. Shlomo Nimrodi, CEO of Ramot, and on TAU Venture by Prof. David Mendlovic. TAU’s collaborations with Hong Kong include with HKUST–Hong Kong University of Science and Technology and Poly U–Hong Kong Polytechnic University. The visit promised to open doors for stronger ties between the University and Hong Kong universities.



From left, front: Mrs. Regina Leung, Hong Kong Chief Executive C. Y. Leung, TAU President Joseph Klafter and Israeli Consul General in Hong Kong Mr. Sagi Karni

French Economics Minister Leads Delegation

The French Minister of Economy, Industry and Digital Affairs Emmanuel Macron visited TAU accompanied by a delegation of over 100 French business and government leaders, together with representatives of companies and startups. Speaking to an audience of 300 participants in the presence of Chairman of the TAU Board of Governors Prof. Jacob A. Frenkel and French Ambassador to Israel Patrick Maisonnave, Macron urged France and Israel to do more to strengthen their mutual trade ties and develop long-term partnerships.

TAU Governor Ariel David with Captain Samantha Cristoforetti



From left: TAU Board of Governors Chairman Prof. Jacob A. Frenkel, Minister Emmanuel Macron and TAU Management Dean Prof. Moshe Zviran



The event was preceded by a France-Israel Business Forum with the participation of Dean of TAU's Coller School of Management Moshe Zviran; President of the Israel-France Chamber of Commerce, Daniel Rouach; President of the France-Israel Chamber of Commerce, Henri Cukierman;

General Manager of BPI France, Mr. Nicolas Dufourcq; and CEO of Business France, Ms. Muriel Penicaud.

The visit was organized by the Israel Manufacturers Association, the French Embassy in Israel, the Israel Export Institute and the Israel-France Chamber of Commerce.



Italian Astronaut Lands at TAU

Italian astronaut, air force pilot and engineer Captain Samantha Cristoforetti visited TAU and gave a presentation on her 199 days and 16 hours in space. Cristoforetti holds the record for the longest single space flight by a woman and the longest uninterrupted spaceflight of a European astronaut. Following her presentation she was interviewed by journalist Ariel David, a TAU Governor and benefactor. The visit was held under the auspices of the Embassy of Italy in Israel, the Israel Space Agency and TAU.

community

Integrating Autistic Students into University Life

Young people with high-functioning autism spectrum disorders (ASD) can have exceptional talents that are not recognized or fulfilled. To redress this situation, a group of dedicated parents have established the Dror Program for People on the Autism Spectrum at TAU. The 5-year program aims to provide specialized university and vocational training for ASD students. It includes preparatory courses for learning academic and



social skills, tailor-made academic curricula toward a bachelor's degree, and practical work experience through internships. Six students took

part in the pilot class this year.

Allon Leibowitz, a founding parent of the program, says, "So far the program is highly successful. It's helping smooth the students' path through university life and preparing them to become productive and independent members of society."

The program receives funding from philanthropists and foundations and hopes to gain government support in the near future.



New Alumni Organization Launched

Numbering 160,000, TAU graduates are making an impact on economic, political, scientific, technological and cultural life in Israel as well as overseas. Now, a new university-wide TAU Alumni Organization has been established to provide a welcoming framework for alumni both in Israel and worldwide to network and strengthen their identification with the University.

Executive Director of the Alumni Organization, Sigalit Ben Hayoun, says, "Our aim is to create strong links between our alumni and the University and among the alumni themselves, and to encourage them to contribute to higher education and society in Israel."

The organization was launched with an exciting program of meetings featuring inspirational alumni stories. A gala event held in Tel Aviv late last year featured two highly successful alumni: Meir Brand, CEO of Google in Russia,

the Middle East and Africa, and Revital Hendler, founder of AllJobs, Israel's major job portal.

Speaking on TAU's role in his success, Brand said, "My studies at TAU prepared me well for my first steps in the business world. Also, my activities on the University's Student Council taught me a lot about leadership, managing negotiations and teamwork. At TAU, I was lucky to work alongside a group of highly talented people, many of whom remain my close friends until today," he said.

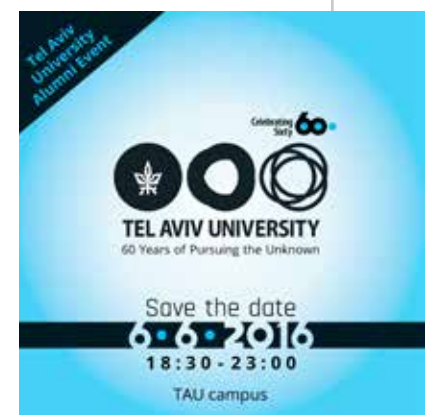
Hendler, a graduate in film and television, said "during my degree at TAU, I discovered that using my creativity and learning to think with both sides of my brain would become crucial to my success later on. I would encourage all alumni to find their own uniqueness," she said.

Career building

The Alumni Organization recently launched a series of events on career development jointly with TAU's Ruth and Allen Ziegler Student Services Division, entitled "When Academia Meets Industry." The events are aimed at young graduates who have completed their studies within the last five years



TAU graduates Revital Hendler and Meir Brand at the Alumni Organization gala event



SOME TAU ALUMNI FACTS

- TAU alumni are 9th in the world and 1st in Israel in successfully raising venture capital for their startups (Pitchbook)
- TAU MBA graduates are ranked 11th in the world and 1st in Israel for excellence (Eduniversal)
- TAU graduates in medicine, law and accounting lead in Israel in the pass rates and scores for professional licensing exams.
- TAU alumni account for 30% of CEO positions in Israel's top 100 companies.

and at students in their final year of studies. Topics to be covered include innovation and entrepreneurship, as well as tools for career development and efficient networking.

This year, as part of Tel Aviv University's 60th anniversary celebrations, a major alumni event will be held on campus on the evening of 6 June 2016. All graduates are invited!

EMET PRIZE TO PROF. YOSSI LOYA



Professor (emer.) Yossi Loya of the Department of Zoology at TAU's George S. Wise Faculty of Life Sciences and Steinhardt Museum of Natural History, Israel National Center for Biodiversity Studies, won the 2015 EMET prize for Science, Art and Culture. Prof. Loya was recognized for his pioneering achievements in coral reef research in Eilat and worldwide, and for his contribution to both developing methodologies for assessing the biodiversity and health of coral communities and to understanding their reproductive strategies.

Prof. Loya served as Dean of Life Sciences from 1990 to 1995, Director of the Porter School for Environmental Studies from 1995 to 2000 and Chairman of the Scientific Board of the Australian Research Council Center of Excellence for Coral Reef Research from 2008 to 2015. He currently chairs the Committee of the Batsheva de Rothschild Fund for the Advancement of Science in Israel.

Prof. Loya's scientific achievements have earned him many honors, including the Queen Elizabeth Prize for Excellence in Oceanic Science, the International Darwin Medal and the Landau Prize. He has authored two books, published over 240 papers in leading journals and presented his work in over 100 international conferences. In 2009 he was elected a member of the Israel Academy of Sciences and Humanities.

Prof. Yaron Oz Appointed Rector



Prof. Yaron Oz has been appointed Rector of TAU, replacing Prof. Aron Shai, who served as rector for the past six years. Previously, Prof. Oz was the Dean of the Raymond and Beverly Sackler Faculty of Exact Sciences from 2011 to 2015 and Head of the Raymond and Beverly Sackler

School of Physics and Astronomy from 2006 to 2011.

Prof. Oz is incumbent of the Yuval Ne'eman Chair in Physics. A theoretical physicist, his research specializations include elementary particle physics, quantum field theories and supersymmetry, quantum gravity and superstring theory.

He is President of the Israel Physical Society and chairs the National Committee for Basic and Applied Science of the Israel Academy of Sciences and Humanities. He has published over 140 scientific articles and has spoken at over 150 conferences.

Prof. Eyal Zisser Appointed Vice Rector



Prof. Eyal Zisser has been appointed Vice Rector of the University, replacing Prof. Dina Prialnik. Previously, Prof. Zisser served as Dean of the Lester and Sally Entin Faculty of Humanities.

An expert in the modern history of Syria and Lebanon and the Israeli-Arab conflict, Prof. Zisser has held several senior positions at the University including Chairman of the Department of Middle Eastern and African History from 2004 to 2008 and Director of the Moshe Dayan Center for Middle Eastern and African Studies from 2007 to 2010. Incumbent of the Yona and Dina Ettinger Chair in Contemporary History of the Middle East, Prof. Zisser has authored 10 books and published over 100 papers.



Prof. Tova Most has been appointed Dean of Students, replacing Prof. Yoav Ariel. Prof. Most is a member of the Department of Communication Disorders at the Stanley Steyer School of Health Professions and the Department of Counseling and Special Education at the Jaime and Joan Constantiner School of Education, which she headed from 2008 to 2012.

Prof. Most's research focuses on the rehabilitation and education of people with hearing loss, ranging in age from infancy to adulthood. Specifically, she examines the effect of hearing loss on the communication abilities of deaf and hard-of-hearing individuals who use spoken language, and the effects of these abilities on the academic, emotional and social development and performance of the individual.



Prof. Michael Krivelevich has been appointed Dean of the Raymond and Beverly Sackler Faculty of Exact Sciences, replacing Prof. Yaron Oz. A recognized expert in the area of combinatorics, Prof. Krivelevich joined the Raymond and Beverly School of School of Mathematical Sciences in 1999, and headed the School from 2007 to 2009.

Prof. Krivelevich has given dozens of lectures at scientific conferences around the world, and served on the organizing and conference committees for numerous international meetings. He has authored a book, published over 160 papers and is the editor of leading academic journals.



Prof. Leo Corry has been appointed Dean of the Lester and Sally Entin Faculty of Humanities, replacing Prof. Eyal Zisser. He is incumbent of the Bert and Barbara Cohn Chair for History and Philosophy of Science, and former director of TAU's Zvi Yavetz School of Historical Studies and Cohn Institute for the History and Philosophy of Science and Ideas.

Prof. Corry has authored four books, published dozens of papers and is a member of several editorial boards. His research focuses on the history of mathematics and physics in the 20th century, as well as the creation and development of scientific ideas and the dissemination of new scientific disciplines.

Appointments: **Prof. Yoav Chapman**, Medicine, incumbent of the Robert and Martha Harden Chair in Mental and Neurological Diseases • **Prof. Kfir Eliaz**, Social Sciences, incumbent of the Amnon Ben-Nathan Chair of Economics • **Prof. Benjamin Fisch**, Medicine, incumbent of the Alan and Ada Selwyn Chair in Clinical Infertility Research and Molecular Medicine • **Prof. Naama Friedmann**, Humanities, incumbent of the Branco Weiss Chair for Research in Child Development and Education • **Prof. Hillel Fromm**, Life Sciences, incumbent of the George S. Wise Chair in Life Sciences • **Prof. Motti Golani**, Humanities, incumbent of the Ruhama Rosenberg Chair for the Study of Jewish History • **Prof. Ehud Heyman**, Engineering, incumbent of the Ludwig Jokel Chair of Electronics • **Prof. Avner Holtzman**, Humanities, incumbent of the Jacob and Shoshana Schreiber Chair for Contemporary Jewish Culture • **Prof. Eliezer Holtzman**, Medicine, incumbent of the Pearl and Dr. (MD) Yechezkiel Klayman Chair of Urology • **Prof. Aviad Kleinberg**, Humanities, Director of the Zvi Yavetz School of Historical Studies • **Prof. (emer.) Dan Laor**, Humanities, Head of the Cymbalista Synagogue and Jewish Heritage Center • **Prof. Jonathan Leor**, Medicine, incumbent of the David Halperne Chair in Cellular and Molecular Cardiology • **Prof. Nira Liberman**, Social Sciences, incumbent of the Chair in Social Psychology • **Prof. Shlomo Lipitz**, Medicine, incumbent of the Emma Neiman Chair for Childbirth Research • **Prof. Dan Maoz**, Exact Sciences, incumbent of the George S. Wise Chair in Physics and Astronomy

Honors: Life Member of the Israel Academy of Sciences and Humanities, **Prof. Yoav Benjamini**, Exact Sciences • President of the Israel Academy of Sciences and Humanities, **Prof. Nili Cohen**, Law • Israel Chemical Society Prize for Outstanding Scientist, **Prof. Yoram Cohen**, Exact Sciences • Member of the Board of Directors of the International Psychogeriatric Association, **Prof. Jiska Cohen-Mansfield**, Medicine • Member of the Israel Young Academy of Science, **Prof. Noam Eliaz**, Engineering • Life Member of the Israel Academy of Sciences and Humanities, **Prof. Israel Finkelstein**, Humanities • 2015 Mifal Hapayis Landau Prize for Science and Research, **Prof. Naama Friedmann**, Humanities • Middle East Studies Association of North America Mentoring Award, **Prof. (emer.) Israel Gershoni**, Humanities • Tel Aviv Municipality Award, **Prof. Yosef Gorny**, Humanities • Member of the Royal Spanish Academy, **Prof. Eleazar Gutwirth**, Humanities • Life Member of the Israel Academy of Sciences and Humanities, **Prof. Avner Holtzman**, Humanities • Foreign Member of the National Academy of Italy, **Prof.**

(emer.) **Joshua Jortner**, Exact Sciences • Israel Chemical Society Prize for Technological Innovation, **Prof. Moshe Kol**, Exact Sciences • IEEE Dennis J. Picard Medal for Radar Technologies and Applications, **Prof. (emer.) Nadav Levanon**, Engineering • Foreign Associate of the US National Academy of Sciences and Israel Chemical Society Medal, **Prof. Abraham Nitzan**, Exact Sciences • Fellow of

the Electrochemical Society and Israel Chemical Society Prize for Outstanding Scientist, **Prof. (emer.) Emanuel Peled**, Exact Sciences • Wolf Foundation Krill Prize for Excellence in Scientific Research, **Dr. Oded Rechavi**, Life Sciences • Member of the Israel Young Academy of Science, **Dr. Udi Sommer**, Social Sciences

Cybersecurity in Israel

By Lior Tabansky and Prof. Isaac Ben-Israel, Springer (2015)

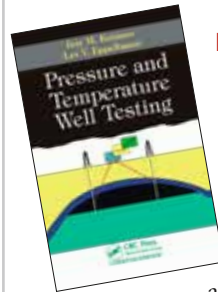
Two TAU researchers have written the first comprehensive analysis of Israeli cybersecurity, demonstrating how the local innovation ecosystem helps the country amass technological power. They examine cybersecurity from an integrative national perspective and frame it as

a set of policies and actions with interconnected goals: to mitigate security risks, increase resilience and leverage opportunities enabled by cyber-space.

Major General (res.)

Prof. Isaac Ben-Israel is Director of TAU's Blavatnik

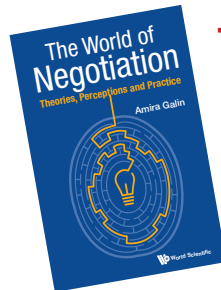
Interdisciplinary Cyber Research Center, Yuval Ne'eman Workshop for Science, Technology and Security, and Security Studies Program. Lior Tabansky is completing his doctorate at the Ne'eman Workshop.



Pressure and Temperature Well Testing

By Dr. Lev V. Eppelbaum and Dr. Izzy M. Kutasov, CRC Press (2015)

This geoscience book is intended for students, engineers and researchers in the field of hydrocarbon geophysics and geology, groundwater exploration and subsurface environment analysis. The authors present findings from the processing and analysis of pressure and geothermal data based on field samples taken from around the world. Dr. Lev Eppelbaum works as Associate Professor in the Department of Earth Sciences of the Raymond and Beverly Sackler Faculty of Exact Sciences.



The World of Negotiation: Theories, Perceptions and Practice

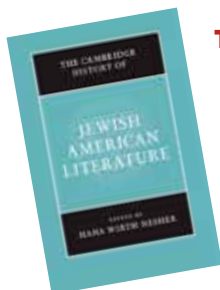
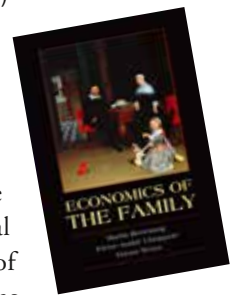
By Prof. Amira Galin, World Scientific (2015)

With this book, readers will embark on a comprehensive tour of the principles of negotiation. Prof. Galin, a TAU scholar and former judge in Israel's National Labor Court, highlights key topics such as basic negotiation processes and situations, values, ethics and trust. She concludes each chapter with a practical application. Amira Galin is professor emeritus at the Coller School of Management.

Economics of the Family

By Yoram Weiss, Martin Browning and Pierre-Andre Chiappori, Cambridge University Press (2014)

The book provides a comprehensive account of research in the expanding field of family economics. The authors develop several alternative models of family decision-making and discuss household formation and dissolution, among other timely topics. Yoram Weiss is professor emeritus at the Eitan Berglas School of Economics, Gershon H. Gordon Faculty of Social Sciences.



The Cambridge History of Jewish American Literature

Edited by Prof. Hana Wirth-Nesher, Cambridge University Press (2016)

Written by a host of leading scholars, this book offers fresh perspectives on celebrated authors and new voices in Jewish American literature, while highlighting this genre's important role in the broader discourse on American ethnicity.

Prof. Hana Wirth-Nesher of the Department of English and American Studies holds the Samuel L. and Perry Haber Chair on the Study of the Jewish Experience in the United States and directs the Goldreich Family Institute for Yiddish Language, Literature and Culture.

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Prof. Eyal Naveh, Zvi Yavetz School of Historical Studies

7. Basic Notions in Physics

Prof. Ron Lifshitz, Raymond and Beverly Sackler School of Physics and Astronomy

8. Introduction to Psychological Sciences

Prof. Galit Yovel, School of Psychological Sciences and Sagol School of Neuroscience



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