
Dr. Weinberg is recognized in both industry and academia as a fully qualified educator and researcher based on distinguished achievements throughout an extensive executive management career focused on innovation and entrepreneurship in global environments. She developed processes for the creation and introduction of organizational initiatives to maintain and enhance innovation within both start-up and corporate entities. She has designed business and marketing plans to benefit from cultural differences and increase collaborative value for partnerships. Worked with and for the majority of the worlds Fortune 100 Companies, lectures, develops curriculum and takes part in research in major higher educational institutions worldwide.

KEY STRENGTHS

- **Continuously promotes innovation and entrepreneurship** through participation in both industry and academic forums as a recognized expert in the field.
- **Passion for technology innovation and entrepreneurial education** supported by extensive formal education, executive experience as a leader and mentor, continual advancement, and champion in the development of educational and career development initiatives for undergraduates, graduates, entrepreneurs and executives.
- **Long history of introducing and managing academic – industry partnerships** that not only provide real-world experience for students but solve actual problems and needs for firms involved.
- **Committed to creation of student-centered learning environments**, academic programs, and processes that support the institution's mission and goals for exceptional academic and personal excellence through creative and innovative teaching methods and industry partnerships.
- **Value collaboration, team work and open communication** among all organizational levels. Known for energy, depth of knowledge, integrity, and fairness, combined with strong team leadership to achieve results, and surpass expectations.

EDUCATION

UNIVERSITY OF CAMBRIDGE, Cambridge, United Kingdom
Department of Engineering – Centre for Technology Management
Ph.D. in Technology Management, 2010

- **Thesis Topic:** “Entrepreneurial Firm Acquisition: Mapping Seller Expectations”

BOSTON UNIVERSITY– BEN GURION UNIVERSITY (Joint Program), Be'er Sheva, Israel
M.Sc. in Business Management, 1988

- Final Project: “Innovative Barter Structures - Trade with China and Russia”

SCRIPPS COLLEGE, Claremont, California
B.A. in International Relations and Economics, 1984

- Thesis Topic: “Cultural Diversity - Simulation Learning - Solutions for the Middle East Peace Process”

ACADEMIC EXPERIENCE, TEACHING & TRAINING HIGHLIGHTS

Lecturing and Research – Ruppin Academic Center, Israel (2011 to present)

- **Senior Lecturer** - Faculties of Business Management and Engineering, Graduate and Undergraduate Courses

- Business and Corporate Entrepreneurship, Innovation and Creative Thinking, Marketing and Technology Marketing, Business Models, Lean Entrepreneurship and the Lean Start-up, developed and introduced simulation course - The Game of Life, FreshBiz – Developing the Thinking Process.
- Responsible for introduction of Entrepreneurship and Innovation concentrations in the Schools of Business and in the School of Engineering.
- **Main Areas of Research** – Mergers & Acquisitions in Technology Based Firms, Innovation and Entrepreneurship Ecosystems, Knowledge Acquisition and Knowledge Visualization

Lecturing Executive Education – University of Tel Aviv, Israel (2011 to 2015)

- **Contract Lecturer** - Lahav Executive Education, Recanati Business School
 - Strategy and Road-mapping, Lean Entrepreneurship, Business Model Generation, Intrapreneurship and Innovation in Large Organizations

Lecturing and Research – University of Bologna, Italy (2010 to present)

- **Contract Professor** - Faculty of Economics, Master Degree program in International Management as well as Green Energy, Human Resources and Organization, Marketing - Communication and New Media MBA programs in the International School of Management at Bologna Business School (BBS)
 - Business and Corporate Venturing / Business Ethics
- **Research Collaboration** - with eminent professors from the Economics Dept. - IP Based Business Models in Entrepreneurial and Academic Environments

Lecturing and Research – China Productivity Centre and Taiwan Univ. of Science & Technology, Taiwan (2010 to 2)

- **Adjunct Professor** - Graduate Institute of Technology Management
 - Technology Intelligence and Innovative Decision Making, Entrepreneurship through Innovation in Small and Medium Enterprises
- **Research Collaboration** – Business Models and Technology Road Mapping

Lecturing & Research – University of Cambridge, United Kingdom (2005 to 2011)

- **Visiting Researcher - Department of Engineering, Centre for Technology Management**
 - **Research Group Collaboration** – Technology Intelligence, Open Innovation and Technology Education
- **Lecturing and Teaching Assistant - Department of Engineering, Institute for Manufacturing**
 - **Manufacturing Engineering Tripos (2005 to present):** Teach course modules in Entrepreneurial Innovation, Marketing, Human Resources and Alliance Management, Time Management, and Presentation Skills to third- and fourth-year engineering students.
 - **Engineer in Society, First-Year Engineering Seminar (2005 to 2008):** Teaching assistants for lecture series introducing students to the economic, social, and technical context of engineering environments, as well as non-technical core competencies required for success.
 - **Invigilator (2005 to 2008):** Supervised/proctored students during mid-term and final exams.
- **i-Teams ('Innovation Teams') Deputy Program Director and Curriculum Development (2005 to 2010):** Developed and co-directed an entrepreneurial program for graduate students from diverse backgrounds and departments to define commercial viability for academic innovations.
- **Curriculum developer and Committee Chair, 13th Annual Institute for Manufacturing Research Methodologies Workshop (2006):** Led committee in planning and implementation of this program for Ph.D. candidates and Post-Docs from 17 British institutions of higher education.

- **Curriculum Advisor, Superworking (2005 to present):** Program provides managers and executives with practical strategies to achieve consistent peak performance with less stress, and improved creativity, and focus.
- **Behavioral Workshop Facilitator (2005 to present):** Experienced in facilitating various workshops using Strength Deployment Inventory (SDI) as a tool to help participants understand their personal motivation and behaviors.

Teaching Sabbatical, Antigua, West Indies (2003 to 2004)

- **Lecturer, Marketing/Management, University of the West Indies:** introduced case-based teaching methodology.
- **Seminar Presenter, Career Affairs Program:** Delivered seminars for high school students on business ethics, professionalism, and communications skills.

Training & Facilitation – Business Environments (1985 to 2003)

- Developed and facilitated numerous courses and workshops throughout management career in corporate settings on such topics as: Presentation Skills, Communication Skills, Negotiation Skills, Implications of Board Membership and Directorships, Cultural Diversity, and Media Training to a range of audiences, including senior executives.

INDUSTRY MANAGEMENT EXPERIENCE & ACHIEVEMENTS

XOR TECHNOLOGIES, Tel Aviv, Israel (2002 to 2003)

Vice President - International Business Development and Marketing

Recruited to productize and package the company's award-winning software tools as standalone products. Created comprehensive business and marketing plans transforming technical capabilities into clear, well-defined market strategies. Solidified strategic partnerships and alliances.

- Invited speaker in academic and industry platforms on the topic of innovation management and entrepreneurship.
- Strengthened company's corporate presence and identity through technology intelligence, branding, PR, and marketing collateral.
- Redirected business strategy from a direct-service model to global product distribution channels. Introduced Lean concepts for product and marketing channels.
- Initiated companies participation in the Technion Institute for Management to support managements furthering innovative capabilities
- Facilitated fundraising activities with Venture Capital firms and Angel Investors. Secured \$9 million in investment commitments.

MOTOROLA, INC., Israel and United Kingdom (1995 to 2002)

Director of Alliance Marketing – Europe, Middle East & Africa (EMEA)

2001 to 2002

Managed the Motorola/Cisco alliance formed to jointly develop and market leading-edge wireless technology. Set strategy and developed new, branded channels. Resolved conflicts between the companies and built the only successful alliance of three formed worldwide. Directed over 30 sales and marketing teams.

- Quickly identified cultural differences and created a training program uniting sales partners from alliance companies for joint problem-solving and the development of mutually beneficial selling strategies.
- Achieved \$100 million in new business and transferred the process to all global regions.

- Facilitated downsizing consultations for 70 team and group members; coordinated exit packages and compensation structure.
- Instituted corporate initiative and training plan to enhance internal capabilities with regard to absorbing merger, acquisition and partnership companies.
- Corporate appointed industry liaison and speaker in all aspects of innovation and acquisition management.

Marketing Manager - Motorola Israel 1995 to 2001

Successfully introduced new cellular technology into the Israeli market. Developed strategic market pricing and presentation materials; integrated corporate marketing and PR strategies into local markets; worked closely with EMEA marketing, development, and engineering groups.

- Launched a media campaign that firmly identified Motorola as the preferred infrastructure supplier in the Israeli market. Increased name recognition and appeal by 400% and clearly distinguished company from its competitors.
- Press and industry link for corporate introduction of new technologies and innovation within new markets.
- Project Leader of Computers in Schools, providing over 2000 computers to underprivileged students and 'at-risk' schools.

AUREC GROUP, LTD. / AMDOCS, Tel Aviv, Israel (1993 to 1995)

International Marketing & Business Development Manager - Pineapple Multi-Media 1994 to 1995

Crafted go-to-market strategy for cutting-edge multimedia firm. Defined product and development strategies; researched potential US partnership and distribution channels. Negotiated contracts with distributors, content providers, and OEM partners.

- Used recognized personal expertise with regard to innovation management to enhance companies reputation and standing in both Israeli and foreign markets including extensive public speaking and directorships.
- Gained initial market acceptance by revamping product from Internet-based to standalone CD. Expanded that market to successfully lead to the Internet-based user group initially targeted.
- Spearheaded project to design the working space and coordinate relocation of 50 employees to new office complex.

Business Development Manager - AUREC Group Headquarters 1993 to 1994

Brought on board to identify international joint venture and acquisition candidates, expanding portfolio of one of Israel's largest privately-owned holding companies.

- Managed multi-million dollar, multi-language, 30,000-page international tender, leading a global team of 100+ for nine months. Coordinated efforts of vendors and contractors; oversaw graphic production, translation, and network design/installation; met every deadline and deliverable in a tight, inflexible schedule.
- Led project involving needs assessment and real-estate acquisition for company headquarters.
- Orchestrated strategic partnerships with potential additions to the Aurec portfolio of companies. Assisted in setting up marketing and operations for 4 new companies.
- Initiated and implemented group strategy for disparate companies within the holding company to evaluate and identify working structures to take advantage of economies of scale and diminish redundancies.

DIGITAL EQUIPMENT CORPORATION, US, UK and Israel (1988 to 1993)

Business Operations & Controls Manager - DECsys, Israel

1992 to 1993

Tapped to lead operations and marketing for start-up division promoting Israeli software products and projects worldwide. Developed marketing communications, business models, and business controls. Built a solid operational structure for the new enterprise.

- Faced with a fast-growing market, accelerated a key initiative through a creative manpower solution that enabled on-time/under-budget project completion and captured a profitable window of opportunity.
- Prepared background, including valuation, due diligence and positioning papers, for IPO placement for partner companies.

International Auditor, Corporate Headquarters, United Kingdom

1989 to 1992

Reviewed and evaluated all business sectors for entities in Europe, Pacific Rim, and Americas. Identified and evaluated strategic sales and business plans to improve operating performance. Negotiated with clients and delivered recommendations to management.

- Reduced annual costs \$8 million and saved 1000 jobs by devising a creative solution for excess plant capacity at three facilities in Ireland.
- Chaired Corporate Community Giving Campaign managing disbursement of up to \$500,000 in grants for local, national and international causes (mostly allocated for educational purposes).

Business Analyst, Israel

1988 to 1989

Created product forecasts, designing and programming multidimensional models for budget compilation, forecasting, and project tracking. Performed financial analysis and revenue tracking for DEC's major business groups.

- Stemmed profit slide by introducing project-tracking that accurately assessed project expenses and led to revamped selling process for hardware, software, and projects. As a result, software sales became a major revenue source for the company.

ISRAELI AIR FORCE, Tel Aviv, Israel (1984 to 1987)

Budget & Audit Officer

Brought economic perspective to national security issues. Performed program analyses and cost comparisons; designed and implemented data processing and information systems.

SELECTED PEER REVIEWED PAPERS, PUBLICATIONS AND PRESENTATIONS

- "Firm vs. Individuals: The Case of an Acquisition of TTPCom and Motorola" 2017 PICMET (Portland International Center for Management of Engineering and Technology)
- "Israel – A Start-up Nation: Applying Knowledge and Experience to Thailand, 2016 CONC Thammasat Forum, Thammasat University Thailand
- "Start-up Support Programs and their Evolution – Defining a Typology, R&D Management Conference 2016, Churchill College, Cambridge, UK
- "Startup support programmes: What's the difference?" - Dee, N., Gill, D., Weinberg, C., & McTavish, S. 2015 www.nesta.org
- "The Israeli entrepreneurial eco-system; education and support platforms" Keynote speech at the Congress for Entrepreneurial Education 2014 - sponsored by the Taiwanese Ministry of Education and the National Taiwanese University of Science and Technology, Taipei Taiwan

- "Venture Realities - Conflicts in Academic Instruction" Entrepreneurship and Innovation and Participant-Centered Learning, Congress for Entrepreneurial Education 2014 - sponsored by the Ministry of Education and National Taiwan University of Science and Technology, Taipei Taiwan
- "Entrepreneurial Expectations - Knowledge Visualization", 2014 Western Business Management conference, San Francisco, CA – Awarded Best Presentation
- "M&A Sellers Expectations", Technology Entrepreneurship 2013, Imperial College, London
- "Acquisition of Technology Based Firms: A Visual Approach to Mapping Entrepreneurial Expectations", Academy of Management 2012, Boston, MA
- "Technology Intelligence and Innovative Decision Making", SMB Business Insights 2010, China Productivity Centre, Taiwan
- "Acquisition in the ICT Industry" in New Technology-Based Firms in the New Millennium, Volume VIII Editor. Emerald Group Publishing Ltd, 2010: Presented at International High-Technology Small Firms Conference, University of Manchester
- "Seller Expectations in the Cambridge ICT Cluster" Paper Presentation, Academy of Management 2008, Philadelphia
- "On the Footsteps of IP Based Business Models" – co-authored paper which was presented at a conference in Rome in 2008 sponsored by the UK and Italian Governments to foster academic and industry relations between the countries.
- "The Role of Acquisition in the Growth of Small Technology Based Firms". Paper chosen as 'exemplar' and used for 2007 and 2008 Ph.D. Reading Club seminars. Institute for Manufacturing Ph.D. Seminar, June 2006
- "Small Firm Expectations from Acquisition in the ICT Industry; A Conceptual Framework for Stakeholder Analysis" Paper Presentation; 1st Israel Strategy Conference; Hebrew University, Jerusalem, 2007
- "Stakeholder Expectations; Conceptual Framework for Analysis of High-Technology Small Firms". Doctoral conference presentation was awarded "Best Presentation" from faculty judges. Network for Technology Management Innovation (NET4TMI); University of Nottingham, 2006
- "Resource Based View and Small Company Acquisition". Paper Presentation; Cass Business School Centre for New Technologies, Innovation and Entrepreneurship International Strategy Workshop, 2006

Research Projects and Seminars

- Postgraduate Interdisciplinary Research Seminar Participant; Centre for Research in the Arts, Social Sciences and Humanities (CRASSH), 2006-2008.
- Participant and proposal leader for 2007 Post-Boot Camp Research Grant: "Gender Diversity in UK Corporate Management: Impact on Risk Profile of Corporate Acquisitions"; University of North Carolina Entrepreneurship Boot Camp for Women and Minorities
- Greater Cambridge Partnership Workshop: Mapping the Support for Female Entrepreneurs; 2007
- "Innovation and Firm Dynamics"; St. Catharine's College, Cambridge, 2007
- Process Workshop Participant Academy of Management (2006-2008); Using M&A as a Context for Studying Organizations, Workshop Participant (2006 and 2008)

HIGHER EDUCATION & INDUSTRY EXTRA CURRICULAR ACTIVITIES

- **Start-up Bootcamp, Israel** - Mentor

- **Open University Entrepreneurship Club Round Tables, Israel** - Mentor and Critique
- **European Alliance for Innovation (EAI) EXcelerator** - Mentor
- **Karen Heseg Entrepreneurship Program, Israel** - Lecturer and Mentor
- **Garage+ Incubator, Taiwan** - Mentor and Critique
- **'PhINISHING SCHOOL' - Program Coordinator:** Initiated and designed program to assist graduate women in successfully transitioning into academic, private, public or start-up careers.
- **Mid-Career Enterprise Education for Technology and Science (MEETS): Mentor mid-career** professional women in science or technology interested in enterprise, leadership, and innovation.
- **The Cambridge Graduate Women's Network (GWN) – Founder**
 - Established the network in 2005 to bring together academic and industry entrepreneurs to assist graduate women with career development and management.
 - One of the most successful programs for graduates at Cambridge, the events draw 60-100 women each term.
 - Raised funds from Business Link, Gates Cambridge Trust, Graduate Union, and the Woman's Union to support this network. Granted guaranteed funding status by government agency based on exceeding success criteria for 3 consecutive years.
- **Manufacturing, Technology, and Management Society (MTMS) – Elected Treasurer (2005 to 2007)**
 - Postgraduate society to enrich the academic and social experience of postgraduate researchers in the fields of manufacturing, technology, and management who are attending the Institute for Manufacturing at the University of Cambridge. Secured sponsorship from internal and external bodies.
- **Darwin College Students' Association (DCSA) – Elected Women's Officer (2005 to 2006) and College Council Representative (2006 to 2008)**
 - DCSA executives are elected annually by Darwin student members. College Council members include Master, Dean, Bursar, and Fellows.
 - Represent students' voices on issues ranging from administration and accommodation to finance and welfare.
- **Technology Enterprise Group (TEG) – Member and Organizer of Ph.D. Research Review Sessions**
 - Network of researchers and associates focused on research and education relating to the origins, start-up and growth of technology-based ventures and their impact upon the economy.
 - TEG helps coordinate activities that directly support enterprise including I-Teams, Cambridge University Entrepreneurs (CUE), and the Cambridge University Enterprise Network.
- **MIT Enterprise Forum of Israel – Friend of the Forum**
 - Global non-profit organization initiated at MIT University to promote the growth and success of high-tech entrepreneurial ventures by connecting ideas, technology, and people.
- **WiSETI/University of Cambridge Women in Science, Engineering & Technology – Member**
 - Established to consider strategies for increasing the representation of women in science in the University.
- **Prowess – Supporter and Mentor**
 - The UK association of organizations and individuals, who support women to establish, develop and expand their entrepreneurial ventures.
- **Enterprising Women, East Anglia – Supporter, Collaborator and Mentor**
 - Advice and support for women in establishing and owning their own businesses.

- **Bridge Club Ltd. – Member, Supporter, and Mentor**
 - Established to support early stage growth businesses, the organization facilitates effective opportunities for networking and introductions resulting in successful partnerships, lucrative contracts, and many other business benefits.
- **Ph.D. Club – Founder and Member**
 - Established University wide organization providing peer support for interdisciplinary Ph.D. candidates.
- **MentorNet – Senior Mentor and Group Coordinator**

Industry Conferences – Presentations & Workshops

- “Israel’s Entrepreneurial Ecosystem: How the world sees us... how we see the world!” Ruppin Academic Center Small Businesses as the Mechanism for Growth and Social Mobility Conference; 2017
- Innovation Workshop and Keynote, Ignite, Center of Entrepreneurship; Cambridge University, UK; 2016
- “Introducing Open Innovation to Large Organizations”, General Motors Israel, International Senior Management Seminar, GM Research Division, Israel; 2016
- “Intrapreneurship and Innovative Corporate Practices”; AMDOCS Senior Innovation Team, Tel Aviv University, Israel; 2013
- “Strategy and Roadmapping”; AMDOCS Senior Executive Training, Tel Aviv University, Israel; 2013
- “Women as Leaders: The Challenges of Entrepreneurship and Innovation”; Judge Business School, University of Cambridge; Feb. 2008
- “Managing Industry - University Collaborations: Initiating, Sustaining, and Making the Most of your Partnerships”; Feb, March and April 2008
- “The Corporate View – Partnering with Motorola” facilitated conference for managing partnerships between start-ups and large companies; St. John’s Innovation Centre, Cambridge; Feb. 2007
- “Growing Big Gorillas” workshop; The Eighth Cambridge Enterprise Conference; Churchill College, Cambridge; Sept. 2007
- “Innovation and ideas, creative people responding to commercial realities”; Creative Industries Workshop; East England Development Authority; Oct. 2007
- VIP Panel Member; “Emerging and leading models for university-industry collaboration”; Silicon Valley Masters Classes, Judge Business School, Inaugural Silicon Valley Comes to Cambridge Conference, University of Cambridge; Nov. 2007.
- “Opening Doors to Enterprise” Conference to encourage women-led startups in the science and technology sector at the University of Cambridge; March 2006

Fundraising

- **Instrumental in facilitating Angel and Corporate Investment** exceeding \$9 million for series of technology-based startups in Israel (1998-2003).
- **Secured government funding for Central Service Centre for the Aged** in a depressed neighborhood in Israel – the first national grant ever awarded for a multi-year project of this type.
- **Raised funds from both private and public sources for sponsorship of the Professional Business Women’s Network** in Israel as well as the Cambridge Graduate Women’s Network in the UK. Secured funds beyond goals and expectations allowing for a broader range of activities and member support in both organizations.

- **Collaborated with student groups in Cambridge to raise funds for Cambridge University Entrepreneurs (CUE), Cambridge University Technology Enterprise Club (CUTEC) and Manufacturing and Engineering Tripos (MET) Student Study Trip.** Sponsorship targets were local, national and international.

Professional Memberships

- **CIM Chartered Institute Of Marketing** (1998 to present)
- **Academy of Management**, Contributing Member and Reviewer (2005 to present)
- **IEEE**, (Institute of Electrical and Electronics Engineers) the organization's scope of interest has expanded into many related fields to become the world's leading professional association for the advancement of technology, Member (2000 to present)
- **IET**, (Institution of Engineering and Technology) a global knowledge network that facilitates the exchange of ideas and promotes the positive role of science, engineering and technology in the world, Member (2000 to present)
- **WiTEC**, the European Association for Women in Science, Engineering and Technology (2000 to present)
- **Cambridge Futures**, Contributing Member (2005 to present)
- **Greater Cambridge Partnerships**, Women in Leadership Forum Member (2005 to present)
- **Cambridge Philosophical Society**, Contributing Member (2005 to present)
- **Cambridge Union Society**, Contributing Member (2005 to present)
- **Soroptimist International**, Adjunct Member and Volunteer (2005 to present)

A handwritten signature in black ink that reads "Caren Weinberg". The signature is written in a cursive, flowing style.