

Office: 8 Ha'Univerista St. Herzliya, Israel.
Phone: +972-9-9602749
Email: orichman@runi.ac.il
Webpage: <https://www.runi.ac.il/en/faculty/orichman>
LinkedIn: <https://www.linkedin.com/in/ofir-richman>

Ofir Richman - Curriculum Vitae

Higher Education

- **2024- current | Doctoral Student and Research Associate** | Technische Universität Darmstadt, Chair of Business Informatics, Software and AI.
- **2005-2007 | Master of Business Administration (MBA)**, majoring in Marketing and Strategy. Tel Aviv University, Faculty of Social Sciences, and Faculty of Management.
- **2001-2004 | Bachelor of Psychology and Management.** Tel Aviv University, Faculty of Social Sciences, and Faculty of Management.

Academic Ranks in Institutes of Higher Education

- **Since 2025 | Reichman University:** Senior Lecturer (Prof. of Practice), Faculty.
- **2020-2025 | Reichman University:** Lecturer (Prof. of Practice), Faculty.
- **2018-2020 | University of Haifa:** Lecturer (Prof. of Practice), Senior Faculty.

Offices in Academic Administration

2026-current | Head of the AI Committee, Adelson School of Entrepreneurship, Reichman University

- Chairs a joint industry-academic committee to align student capabilities with evolving workforce and academic demands through innovative pedagogy and assessment methodologies. Orchestrating initiatives, progress reports, and policy recommendations, submitted to university's executive leadership.

2024- current | Head of Entrepreneurship - Computer Science Double Major Track, Adelson School of Entrepreneurship, Reichman University

- Academic and operational responsibility for the program's academic and administrative functions.
- Foster an inclusive environment that supports faculty and student development, ensuring high standards in teaching and service.
- Lead the student admissions process for the program, including application review, candidate evaluation, and selection.

2020-current | Head of ASE hub (extracurricular and international programs), Adelson School of Entrepreneurship, Reichman University

- Development and management of international academic collaborations with academic institutions in North America, Europe, and Asia.
- Academic and managerial responsibility over extra-curricular activities, including the Reichman University Entrepreneurship Club - the largest student operated club in Israel, with over 1,000 yearly participants operating thirteen programs.

2020-current | Member of the Teaching Committee, Adelson School of Entrepreneurship, Reichman University

- Evaluate and advise on pedagogic practices, courses, policies, and academic programs.
- Review curriculum proposals, analyze evaluations, and provide recommendations to improve teaching methods and tools.

2022-current | Academic Management and Coordination – Study Trips

- 2022 | Dalhousie University, Halifax, Canada: A special program, supported by the Schwartz-Reisman Foundation, brings together groups Israeli and Canadian students.
- 2022 | Berlin, Germany focusing on intrapreneurship and organizational innovation including industry cooperation (Porsche Ventures, Bayer, Mindspace, Siemens incubator and the Entrepreneurship department at HWR Berlin).

2018-2020 | Director, University of Haifa Digital Broadcasting Venture

- Developed, characterized, and executed a unique and innovative venture that offers academic, educative, and recreational content, produced by students and faculty, across various digital platforms media: videos, podcasts, articles – across digital platforms.

2018-2020 | Member of the Teaching Committee, Department of Communication; University of Haifa

- Evaluate and advise on pedagogic practices, courses, policies, and academic programs.

2017-2020 | Board Member, Health and Risk Communication Research Center, University of Haifa

- Developing content and activities, providing marketing and educational Insights.

Teaching

Reichman University (unless specified –at the Adelson School of Entrepreneurship):

Year	Name of Course	Type of course	Credits	Track	Number of students
2025-current	Marketing and Digital Marketing Management	Lecture	2	BA -Double major, International, Economics	50-60
2025-current	Digital Marketing Tools	Lecture	4	BA, Business School - English	70-90
2020-current	Entrepreneurship, Creativity, and Innovation from 0 to 1	Intro. course	4, 3	BA- Double major, Israeli	90-100
2020-2023	Venture Creation	Seminar	4	BA- National University of Singapore	10-15
2021-current	Digital Marketing for Entrepreneurs	Lecture	2	BA- Double major, International	90-100

2019-current	Venture Creation: Vision, Ideation and Strategy	Seminar	4	BA- Special program - UPSTART	30-50
2019-current	Venture Creation: Prototyping and Implementation	Seminar	4	BA -Special program - UPSTART	30-50
2019-current	Digital Marketing for Entrepreneurs	Lecture	2	Double major, Israeli, Computer Science	80-90
2019-current	Digital Marketing for Entrepreneurs	Lecture	2	Double major, Israeli, Business	120
2018-current	Marketing and Digital Marketing Management	Lecture	2	BA -Double major, Israeli, Economics	80-90
2018-current	Digital Marketing Tools (English)	Lecture	4	BA, Business School	70-90
2020-2024	Digital Marketing Tools	Lecture	4	BA, Business School - Hebrew	70-90
2018-2020	Advanced Digital Marketing Tools - Business	Lecture	4	BA, Business School - Hebrew	70-90
2016-2018	Content Hub, innovative marketing models for media formats	Annual Seminar	4	BA, Business School - Hebrew	12

University of Haifa

Year	Name of Course	Type of course	Credits	Track	Number of students
2020-2023	Content and communication strategies	Seminar	2	MA – Israel National Defense College special program	20-24
2018-2020	Documentary and Current Affairs	Annual Seminar	6	BA – Double Major track	8-12
2018-2020	Content Development for Digital Platforms	Annual Seminar	6	BA – Double Major track	8-12
2018-2020	Branding and Characterization of Media Ventures	Workshop	2	BA – Double Major track	16-20
2018-2020	Digital Journalism	Workshop	2	BA – Double Major track	16-20

Tel Aviv University

Year	Name of Course	Type of course	Credits	Track	Number of students
2014-2015	Financial communication	Workshop	2	BA – Double Major track	20-24

Honors and Distinctions

2025| Outstanding Lecturer, Reichman University. Granted by the University's Provost, for demonstrating professionalism, innovation, and creativity in teaching over the course of the 2024-2025 academic year. Awardees got the highest scores on the student's teaching assessment surveys in addition to recommendations from the Dean.

2024 | Volunteer Faculty Award, Reichman University | Granted by the University's President, in recognition of exceptional academic support provided for students affected by October 7th war.

2021| Outstanding Lecturer, Reichman University. Granted by the University's Provost, for demonstrating professionalism, innovation, and creativity in teaching over the course of the 2020-2021 academic year. Awardees got the highest scores on the student's teaching assessment surveys in addition to recommendations from the Dean.

2019| Outstanding Lecturer (Prof. in practice track), University of Haifa, Department of Communication. Granted by the rector for achieving notable scores on the student's teaching assessment surveys in addition to recommendation from the Deans, academic year 2018-2019.

Professional Experience

2022-current | Academic Director - Digital and Technological Marketing: Google and Reichman AI Tech School

- Lead the development and execution of a new professional digital marketing certificate program: curriculum design, recruitment of experts and moderators. The school aims to promote equal opportunity through education to underrepresented populations in the Israeli tech industry.

2022- current | Lecturer, Content Developer: FORE - Executive Education by Reichman University

- Designing and delivering courses, workshops, and lectures on organizational innovation, marketing, and venture creation for managers and senior professionals from a wide range of organizations across the tech, business, and public sectors.
*Lectures, courses, and workshop delivered as part of FORE – elaborated under "workshops and lectures".

2017-2021 | Senior Advisor for Public and Social Marketing, Israel Ministry of Health, The National Program for Active and Healthy Living.

- Led the development of message-shaping strategies and campaigns across mass media, social platforms, and digital channels.

2019 | Member of the Advisory Committee for Allocation of Broadcasting and Transmission License, Israel's Commercial Television and Radio Broadcasts Regulatory Branch (The Second Authority).

- Researched and issued a professional comprehensive report analyzing and grading submission of content strategy and business plan of four potential local radio licensees.

2015-2016 | Head of Television, Israel's Commercial Television Broadcasts Regulatory Branch (The Second Authority for Television and Radio).

- Content regulation of Israeli commercial television broadcasters and News outlets.
- Led the research and policy development.

2012-2015 | Marcom & Digital Director: Efsharibari - Israel's National Program for Active & Healthy Living:

- Led the re-branding, forming the "Efsharibari" brand, UX and content characterization processes. Defined target audiences, through various digital and traditional channels. Managed copywriters, content generators, researchers, designers, and media staff. Planned, executed, and monitored large scale campaigns.

Since 2012 | Senior Branding, Content Strategy Senior Advisor

- Various institutions among which: Major Israeli bank, Tel Aviv Municipality, financial advisory firms, startups, non-profits, and think-tanks.

2007-2012 | Executive Producer and Correspondent, Israeli News Company (Channel 2 News), Israeli television broadcaster.

- **Executive producer** ("Meet the Press" weekly news magazine), co-executive producer (Daily Economics and Consumerism magazine), and during evolving and breaking news.
- **Content Development** (special projects).

Conferences: Organizing Committee

- **2026 | Reichman University President's Conference: Future of Academia in the Age of Generative AI.** Headed the Entrepreneurship and Innovation Think Tank, aligning top-tier leaders from academia and industry (tech, VC, and startups). Authored and submitted a comprehensive white paper with strategic, actionable recommendations for institutional adaptation.
- **2022 | Gender Equity in Health, an academic - applicatory hackathon,** in cooperation with University of Vienna, University of Haifa, and the European Union EQUALS-EU initiative.
- **2021 | The National Health Promotion Conference,** Israel's Ministry of Health, and National Program for Healthy Living. Online.
- **2021 | National Conference of Health Promotion in Municipalities,** Israel Ministries of Health, Education, and of Culture and Sports. Online.
- **2019 | National Conference of Health Promotion in Municipalities,** Israel Ministry of Culture and Sports, Israeli Ministry of Health, Wingate Institute.
- **2017 | The National Health and Risk Communication Conference |** University of Haifa, Faculty of Social Welfare and Health Sciences
- **2017 | The National Health Promotion Conference,** Israel's Ministry of Health, and National Program for Healthy Living. Tel Aviv. Inspiration and Innovation in Health Promotion.
- **2015 | The National Health Promotion Conference,** Tel Aviv. Social and Public Marketing role in Promoting Wellbeing and Health of Children.

Presentations, Workshops & Lectureships

- **2026 | Reichman University President's Initiative.** Leading Lecturer and Coordinator of Special Course in Innovation, Entrepreneurship and Generative AI.
- **2026 | Annual conference of the Association of Municipal Controllers:** Keynote: From Balance Sheets to Brand Value -Transforming Municipal Budgets into Strategic Communication tool.
- **2026 | Vetted VC accelerator: Venture Creation Program.** Lecture: Digital Marketing for Entrepreneurs.

- **2026 | ELI- Entrepreneurship Leadership Israel.** Workshop: Product as Marketing.
- **2025 | The 3rd Annual conference of the Israeli Entrepreneurship and Innovation and Research Community IEIRC, Herzliya, Israel.** Roundtable moderator. Listed as top 5 leading research directions by the academic committee.
- **2025 | Alpha-Bet | Online Entrepreneurship Program for Veterans from the United States and Israel.** Leading Lecturer.
- **2025 | Abba Eban Institute, Lauder School of Government, Diplomacy and Strategy, Reichman University.** Lecture: Effective marketing – for participants of The Israel Fellowship Program.
- **2025 | ELI- Entrepreneurship Leadership Israel.** Workshop: Product as Marketing.
- **2025 | Version Bravo (Springboard) Israel- US Navy Seals Venture Creation Program.** Lecture: Digital Marketing for Entrepreneurs.
- **2025 | Reichman University School of Sustainability, Israel.** Workshop: Social and Public Marketing.
- **2025 | ELI- Entrepreneurship Leadership Israel.** Workshop: Go to Market Strategy.
- **2024 | Vienna Institute of Global Studies, Modul University, Vienna, Austria.** Seminar. Pannel participation – Entrepreneurial Ecosystems.
- **2024 | Version Bravo (Springboard) Israel- US Navy Seals Venture Creation Program.** Lecture: Digital Marketing for Entrepreneurs.
- **2024 | Reichman University School of Sustainability, Israel.** Workshop: Social and Public Marketing.
- **2023 | Universität Wien, Vienna, Austria.** Workshop: Go to Market Strategy, for the Entrepreneurship and Innovation program.
- **2023 | ATHENE National Research Center of Applied cybersecurity, Technische Universität Darmstadt, Hessen, Germany.** Workshop: Innovative Content Marketing for Entrepreneurs.
- **2023 | Reichman University School of Sustainability, Israel.** Workshop: Social and Public Marketing.
- **2023 | Version Bravo (Springboard) Israel- US Navy Seals Venture Creation Program.** Lecture: Digital Marketing for Entrepreneurs.
- **2022 | The Israel Academy of Science and Humanities | National Conference – Food Insecurity.** Lectures and remarks on Social and Public Marketing for health promoting behavior and policy.
- **2022 | Shatil Program for Egalitarian and Democratic Society, New Israel Fund, Tel Aviv, Israel.** Workshop: Storytelling for Social and Public brands.
- **2022 | 3D - Entrepreneurship Program for Arab Society: Google and Reichman Tech School.** Workshop: Market research and Competitive Analysis.
- **2022 | Shatil Program for Egalitarian and Democratic Society, New Israel Fund, Tel Aviv, Israel.** Workshop: Social and Public Marketing for Change makers.
- **2022 | CICP (China-Israel Changzhou Innovation Park) Executive Seminar, Changzhou, China.** Online lecture: Entrepreneurial Education in Israel.

- **2022 | Version Bravo (Springboard) Israel- US Navy Seals Venture Creation Program.** Lecture: Digital Marketing for Entrepreneurs.
- **2022 | Reichman University School of Sustainability, Israel.** Workshop: Social and Public Marketing.
- **2021 | National Health Promotion Conference, Tel Aviv.** Lecturer: Social and Public Marketing for Policy Makers.
- **2021 | WPP creative Transformation Company, London, UK; Wunderman Thompson Advertising Services, New York, USA; and the Economic & Trade Mission at the Embassy of Israel in London, UK.** Moderator: The Future of Ads - professional panel.
- **2020 | National Health Promotion Conference, online.** Lecturer: following in the footsteps of changemakers: marketing for policy makers.
- **2019 | ISF - Israel National Science Foundation Research Seminar – Persuasion and Resistance, University of Haifa, Israel.** Lecture: Persuasion and Marketing Strategies in Multi-Channeled Environment.
- **2019 | Annual Conference of ATID – Israeli Dietetic Association.** Lecturer: Communication in the Clinic: The Potential in Adopting Public and social Marketing Frameworks with Patients.
- **2018 | Digital Health through Internet and social media, Ono Academic College.** Lecturer: Innovative Public and Social Marketing: Case Study.
- **2018 | Sustainable Nutrition Forum, Tel Aviv University.** Lecturer: Restriction and Regulation over Marketing of Harmful food Products for Children.
- **2018 | Maala- Israel's Annual Conference of Corporate and Social Responsibility, Tel Aviv.** Panel: Future of food industry in the light of looming marketing regulations.
- **2017 | National Health Promotion Conference, Tel Aviv.** Lecturer: Targeting of Children and Adolescents by advertisers.
- **2017 | National Health Promotion Conference, Tel Aviv.** Moderator: Social Marketing in Digital Age.
- **2017 | Health Ministry Special Committee for Restrictions on Unhealthy Food Marketing and Advertisement for Children and Adolescents.** Jerusalem. Lecturer and Senior Advisor. Targeting of Children and Adolescents by advertisers.
- **2017 | Advocacy for Health Promotion Conference, University of Haifa.** Panel Chairperson: Public Health, Industry and Communication: Conflict of Interests.
- **2016 | Tel Aviv Communication Convention, Tel Aviv University.** Moderator: Potential Revenue Models for Media Outlets. Lecturer: Social Marketing and Self-Regulation.
- **2016 | National Social Responsibility Forum, by Maala, the Israeli organization of corporate social and environmental responsibility - Tel Aviv.** Lecturer: Social Marketing and Self-Regulation
- **2015 | Corporate Social Responsibility National Convention, by Maala, – Israeli organization of corporate social and environmental responsibility - Tel Aviv.**
- **2015 | ICA -Israel Communication Association Annual Convention.** Lecturer: Health promotion and Social Marketing in Digital channels.
- **2015 | National Health Promotion Conference, Tel Aviv.** Lecturer: Health promotion and Social Marketing in Digital Channels.
- **2015 | National Health Promotion Conference, Tel Aviv.** Panel Chairperson: Health promotion and Social Marketing in Digital channels.

Lectures, workshops, and programs as part of FORE Executive Education by Reichman University

- **2026 | Israel Ministry of Education: AI Integration Training Program for STEM Disciplines.** Lecture: Leading Tech Transition through Effective Knowledge Communities
- **2025 | Medison Pharma Europe.** Online workshops - Strategic Innovation for Senior Directors in Central and Eastern Europe.
- **2025 | Haile Scale - Entrepreneurship Program for the Ethiopian Israeli Society; Google and Reichman Tech School.** Workshops: Market research and Competitive Analysis.
- **2025 | MGMT New World Leadership Skills.** Content capsule in a course of advanced managerial skills – Innovative marketing in digital channels.
- **2025 | Cherry Seed | Special Entrepreneurship Program for Veterans. Google and Reichman Tech School.** Workshops: Market research and Competitive Analysis.
- **2025 | Governmental Agency affiliated with Prime Minister's Office, Herzliya.** Series of intra-organizational innovation workshops.
- **2025 | YAEL Foundation – Educational Leader Program.** Development and teaching of six session online program on creativity, innovation, entrepreneurship, and marketing essential for Jewish education executives from Europe and Latin America.
- **2025 | YAEL International Summit for Jewish Education, Limassol, Cyprus.** Workshop, Marketing Innovation in Education.
- **2025 | Maccabi Health Group.** Intra-organizational Innovation for Executives – series of three workshops.
- **2025 | Playtika, Herzliya.** Intra-organizational Innovation workshops series for VPs, Directors, and Talents levels.
- **2025 | Paz Energy.** Workshop, Intra-organizational Entrepreneurship, and Innovation for junior executives.
- **2024 | MGMT New World Leadership Skills.** Content capsule in a course - Advanced Marketing Channels.
- **2024 | NTA Metropolitan Mass Transit System Ltd.** Workshop, Intra-organizational Innovation for Executives.
- **2024 | Maccabi Health Group.** Intra-organizational Innovation for Executives – series of three workshops.
- **2023 | Rosch Pharmaceuticals - Israel Managerial Board.** Workshop, Innovation, and Ideation.
- **2022 | Janssen - Pharmaceutical Company by Johnson and Johnson.** Workshop, Innovative Marketing Practices.
- **2022 | Afifi Gorup.** Workshop, Intra Organizational Innovation.