

# Ofir Richman

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Lecturer, Head of Extracurricular & International Programs at the Adelson School of Entrepreneurship, Reichman University, and Academic Director of Digital Marketing track at Google and Reichman Tech School. Senior social and public marketing advisor, and academic and organizational entrepreneur. Teaches venture creation, digital marketing, strategy, branding, entrepreneurship, and communication.

Passionate about: Innovation and its implications on organizations and society, harnessing creativity to enhance communication and delivery, public and social marketing, formulation and delivery of explicit and implicit messages.

## Curriculum Vitae

### Education

- 2005-2007 | **Master of Business Administration (MBA)**, major 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.

### Positions in Academic Administration:

#### 2022-current | Academic Director – Digital Marketing, Google and Reichman Tech School

- Spearheads the development and ongoing improvement of a new professional digital marketing certificate program: design the curriculum and learning outcomes, recruit expert instructors, collaborate with faculty and industry. The school aims to promote equal opportunity through education to underrepresented populations in the tech industry.

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

- Develop and manage international academic collaborations between Reichman University and academic institutions in North America, Europe, and Asia. Establish partnerships, oversee administrative processes, and ensure programs comply with legal and university policies.
- Manage outreach, financials, and content development of extra-curricular activities: workshops, hackathons, lectures, skills training, and mentoring sessions.
- Academic and managerial responsibility over the Reichman University Entrepreneurship Club, the largest student operated club in Israel, with over 1,000 students operating 13 programs.

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

- Evaluate and advise on pedagogic practices and academic programs. Identify faculty development needs and help organize activities to enhance instructor skills.
- Review curriculum proposals, analyze evaluations, and provide recommendations to improve teaching methods and tools.

#### 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.

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

## Teaching and Academic Experience

### **2020-current | Lecturer (Faculty), Reichman University (IDC Herzliya), Adelson School of Entrepreneurship**

- Entrepreneurship, Creativity, and Innovation (2 ECTS).
- Venture Creation: The Vision – Ideation and Strategy (2 ECTS).
- Venture Creation: Implementation: Prototyping and Customer Creation (2 ECTS).
- Venture Creation for the National University of Singapore overseas program (1 ECTS).
- Digital Marketing for Entrepreneurs (1 ECTS).
- Marketing Strategies and Digital Marketing - Data-Studies Program (1 ECTS).
- Advanced Digital Marketing Tools – Arison School of Business (2 ECTS).

### **2017-2019 | Reichman University (IDC Herzliya) - Adjunct Lecturer:**

- Venture Creation: The Vision – Ideation and Strategy (2 ECTS).
- Venture Creation: Implementation: Prototyping and Customer Creation (2 ECTS).
- Marketing Strategies and Digital Marketing - Data-Studies Program (1 ECTS).
- Digital Marketing for Entrepreneurs- (1 ECTS).
- Advanced Digital Marketing Tools - Business (2 ECTS).
- Digital Marketing Tools – Business (1 ECTS)
- Annual Seminar; Content Hub, innovative marketing models for media formats (2 ECTS).

### **2020– current | Lecturer, Israel National Defense College, IDF Military Colleges**

- Content and communication strategies course for high-ranking Israeli officials, senior public sector leaders, defense industry executives, officers and diplomats from NATO, Asia, and UAE. (1 ECTS).

### **2018-2020 | Lecturer (faculty, professor in practice), University of Haifa, Department of Communication**

- Branding and Characterization of Media Ventures (2 ECTS).
- Annual Seminar: Content Development for Digital Platforms (2 ECTS).
- Annual Seminar: Documentary and Current Affairs (2 ECTS).
- Digital content: Strategy and Distribution (1 ECTS).
- Digital Journalism workshop (1 ECTS).
- Communication Strategies (1 ECTS) – special course for the Israeli National Defense College, Israel Defense Force.

### **2014-2016 | Instructor, Tel Aviv University, Department of Communication.**

- Workshop; Financial Communication (1 ECTS).

### **2012-2014 | Instructor, The Open University of Israel, School of Media Arts and Television.**

- Documentary research, scriptwriting, and production workshop (3 ECTS).

## Academic Awards

**2021 | Outstanding Lecturer, Reichman University.** Granted 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 recommendation from the Deans.

**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.

## Non-Academic Experience

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

- Lead the research and development of media and message-shaping strategies, campaigns in traditional mass media, social platforms, and digital channels. Initiated collaborations and joint ventures with governmental branches, municipalities, NGOs, opinion leaders and Third Sector organizations.

2019 | **Senior Member of 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 | **Efsharibari – Israel's National Program for Active & Healthy Living: Marcom & Digital Director**

- 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 | **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),
- **Newsroom management** (Executive Producer) during live broadcasts, evolving and breaking news).

## Academic and Professional Conferences

### As member of the organizing committee:

- 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 Annual 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 Annual National Health Promotion Conference**, Tel Aviv. Social and Public Marketing role in Promoting Wellbeing and Health of Children.

### Participation in conferences and guest lectures

- 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.
- 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 | **Rosch Pharmaceuticals - Israel Managerial Board**. Workshop: Innovation and Ideation.
- 2023 | **Version Bravo (Springboard) Israel- US Navy Seals Venture Creation Program**. Lecture: Digital Marketing for Entrepreneurs.
- 2022 | **The Israel Academy of Science and Humanities | International Conference – Food Insecurity**. Lecture and remarks on Social and Public Marketing for health promoting behavior and policy.
- 2022 | **Heading a study trip to Dalhousie University in Halifax, Nova Scotia, Canada**. A special program, initiated by the Schwartz-Reisman Foundation, brings together groups Israeli and Canadian students for two weeks of intensive learning and bonding, studying Global Marketing, as well as meeting industry leader and diplomats.
- 2022 | **Heading a study trip to Berlin, Germany focusing on intrapreneurship and organizational innovation**. Organizing and coordinating visits and content including **Porsche Ventures, Bayer, Mindspace, Siemens incubator** and the Entrepreneurship department at The **Berlin School of Economics and Law** to expose students to the intrapreneurship scene.
- 2022 | **Janssen - Pharmaceutical Company by Johnson and Johnson**. Innovative Marketing workshop.

- 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.
- 2021 | **National Health Promotion Conference, Tel Aviv.** Lecturer: The 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 the footsteps of changemakers: marketing for policy makers.
- 2019 | **Israel National Science Foundation Research Seminar – Persuasion and Resistance, University of Haifa, Israel.** Lecturer: Persuasion and Marketing Strategies in Multi-Channelled 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 | **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 | **Social Responsibility Forum, by Maala, – Israeli organization of corporate social and environmental responsibility - Tel Aviv.** Lecturer: Social Marketing and Self-Regulation
- 2015 | **Corporate Social Responsibility 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.