

## Liraz Margalit (PhD)

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**Date of Birth:** 12.03.1981  
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### Education:

**2012 – 2013:** Post-doctoral internship; POP-DM (Decision Making and Psychology).  
The Lauder School of Government, IDC, Herzliya  
**2006 – 2011:** PhD in Psychology; specialized in Cognitive Psychology and Decision Making, University of Haifa, awarded the president scholarship.  
**2005 – 2006:** MA in Social Psychology; University of Haifa, Award of Excellence by the Dean of Graduate Studies.  
**2001 – 2004:** BA in Psychology; University of Haifa, cum laude.

### Professional Experience:

**December 2013 - Present:** Web Psychologist and Head of Behavioral Research, Clicktale - My main responsibility is to lead the consumer behavior research team while collaborating with our Data Science team to direct future developments of our product. In addition, I consult to our fortune 500 clients, helping them in creating a meaningful online presence and to turn research findings into actionable recommendations. One of our main projects is the **Intent Classifier** that can automatically identify the visitors' mindset based on their online behavioral patterns. My studies and research can be found in top business magazines such as [Entrepreneur](#), [TechCrunch](#) and [Forbes](#). I also write an ongoing blog for *Psychology Today* named "[Behind Online Behavior](#)". In addition, I collaborate with our Customer Experience Analysts to assist the company fortune 500 clients' in optimizing their user experience and provide actionable insights.

**December 2016 – Present:** Head of the Online Behavior Forum. The OBF includes scholars and industry experts. The forum meets monthly to discuss various aspects of online behavior and promote academic and business collaborations.

**April 2012 – Present:** Lecturer at the Lauder School of Government – IDC

**March 2007 – December 2013:** Research Fellow at an interdisciplinary military think-tank – as a research fellow I was responsible for integrating the behavioral economics perspective and military affairs. I consulted the most senior levels at the IDF GHQ with regard to planning, strategy, concept development and thought

processes. One of our main projects was to prepare the senior operational arts training, focusing on systemic and strategic processes.

**2004 – 2005:** Human Resource Coordinator - (HR) placement agency.

**2004 – "Adam Milo"** - Profiler and Interviewer, conducting simulations, diagnosis center, computerized and face to face evaluations.

**2001 – 2003 – "MacDonald's"** Shift manager.

**2001 – Haifa attorney's office.** Responsibility of all administration needs in the Office.

### **Academic Experience:**

**2013 – 2016 –** Lecturer, IDC Herzliya, Emotions and Decision Making, Law & Government, B.A

**Feb 2012 – 2013:** Post-doctoral internship, POPDM, Lauder School of Government, IDC, Herzliya

**Mar 2011 - 2013:** Senior Researcher, Political Psychology and Decision Making, Lauder School of Government, IDC, Herzliya.

**2005 – 2006:** Teaching assistant – Introduction to Psychology, University of Haifa.

**2003 – 2004:** Research assistant, Prof. Moshe Almagor, University of Haifa – personality tests and evaluations.

### **Grants / Fellowship:**

**2005 - Dean scholarship** - Awarded by the Graduate Studies Authority.

**2008 - President scholarship award**

### **Academic Publications and Honored Lectures:**

- Speaker at Innovation in Marketing Forum 2016
- Speaker at CDO Club Israel Summit
- Keynote speaker at The 1st Online Behavior Conference 2016
- Keynote speaker at Adobe Digital Marketing Days 2016
- Keynote Speaker at UniqUi Conference
- Margalit, L., Suleiman, R. and Samid, Y. (2016) The Frustration Effect - Implications of Unanswered Voice on Feelings and Behavior.

Margalit, L. (in press) Coercive Approach and Decision Making Models.

Margalit, L. (2008) The Coercive approach and Decision Making? Maarachot, 420 - 421, 36 – 43.

Margalit, L. (2011) Shaping the adversary behavior. Maarachot, 440, 44 – 49.

### **Chaired Symposium:**

2013 - Applied Decision Analysis at the annual meeting of the International Society of Political Psychology, IDC, Herzliya.

2013 - Cognitive Biases in Decision Making at the annual meeting of the International Society of Political Psychology, IDC, Herzliya.

2012 - Political Decision-Making - Methodology Workshop (with Prof Alex Mintz) at the 8th Annual Graduate Conference in Political Science, International Relations, & Public Policy in Memory of Yitzhak Rabin. Hebrew University.

### **Presentations:**

2011 – Margalit, L, Samid, Y, & Suleiman, R. - Behavioral and Emotional Reactions to Voice Unanswered (poster) at the annual meeting of the International Association for Conflict Management, Turkey.

2009 - Margalit, L, & Suleiman, R. – Implication of the Frustration Effect on Decision making, The 11th International Conference on Social Dilemmas, Amsterdam.

### **Army Service:**

**1999 – 2001:** Youth guide