

06-2023

Dr. Gali Einav
Curriculum Vitae

Personal Details

Work Address: Adelson School of Entrepreneurship, Reichman University, Herzliya.
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Education

BA	1988-1991	Tel-Aviv University, Department of Political Science
M.A	1993-1997	The Hebrew University of Jerusalem, Department of Communications
M.Phil	2000-2002	Columbia University, New York, Journalism School, Department of Communications
PhD.	2000-2004	Columbia University, New York, Journalism School, Department of Communications Title of thesis: "Content, Demand and Social Implications of Interactive Television" Advisors: Prof. James Carey, Prof. Eli Noam, Dr. John Carey

Areas of Expertise

Digital Media Entrepreneurship, Innovative Media Platforms, Consumer Behavior in the Digital Age, Digital Marketing, Entrepreneurship, Innovative Education Platforms, Startups

Employment History

10/2008 -present	Reichman University, Herzliya, Israel
10/2016- present	Academic Faculty Member, Adelson School of Entrepreneurship Head of International Undergraduate Degree Head of Upstart Program Lead, GMF Program

Member, Teaching Committee

10/2009-10/2016 Adjunct Lecturer, Schools of Communication, Business, Psychology and Government

09/2016-10/2020 Yeshiva University
Sy Syms School of Business, NY, USA

5/2010- 9/2010 Fordham University, Adjunct Lecturer, School of Business, NY, USA

8/2004 –12/2004 New York University, Adjunct Professor, Media Management Program, NY, USA

8/2000-12/2002 Columbia University, Researcher, Interactive Design Lab, NYC, USA

Employment History, Industry Positions

2004-2008 NBC Universal, Digital Insights and Innovations, Research Director, New York, NY

Led, designed, executed, and analyzed quantitative and qualitative primary and secondary research on use of non-linear digital technologies including Internet/Broadband, VOD, DVR, HDTV and Mobile.

1995-2000 Telad, Jerusalem Studios, Senior Investigative Producer TelAviv, Israel
Investigated, wrote, and produced 50+ domestic and international segments for Israel's awards winning top investigative news show
Led production teams, structured shoots, negotiated appearances, conducted interviews, constructed storylines, managed tight deadlines and budgets in a fast-paced environment
Responsible for complete production cycle of television special, including budget, talent, shooting schedule and postproduction

Consultant

2008-2016 TMT Strategic Advisors, Managing Partner Israel – US

Advised on digital and innovation strategies for media and technology leaders such as YES (Israel's satellite TV provider), Ipsos OTX (global research company), Keshet (largest Israeli TV network)

2010-2011 Canoe Ventures New York, NY

Designed, executed, and disseminated research for Canoe's Business Strategy & Development team. Developed go-to-market recommendations based on research of consumer response to interactive ad units.

Professional Activities

(a) **Positions in Academic Administration:**

Reichman University, Herzliya, Israel, Adelson School of Entrepreneurship

- 10/2021-present Member, Teaching Committee
- 10/2019- present Higher Academic Committee, Lecturer's representative
- 10/2018 - present Head, International Undergraduate Degree Entrepreneurship/Business. Entrepreneurship/CS. Built Degree from inception to 300 students, recruited faculty, built curriculum, and oversaw course syllabi, initiated, and led special projects.
- 10/2017-present Head, Upstart Venture Creation Program
Academic Head. Collaborated with all school deans on incorporating the program in their curriculum, marketed the program, taught courses and recruited faculty
- 10/2016-10/2018 Lead, Global Master of Finance program (GMF) Acceptance committee, collaborated with Business School on academic curriculum, Internship placing, Built a dedicated Entrepreneurial Finance course which was offered to MA students cross campus.

(b) **Editorial Positions**

- 2014-present Journal of Digital Media & Policy (former International Journal of Digital Television)

(c) **Ad-hoc Reviewer for Journals**

International Journal of Entrepreneurship

International Journal of Science, Technology and Society

(d) **Memberships in Professional/scientific societies**

- 2023 Academy of Management (AOM)
- 2018 International Communication Association (ICA)
- 2018 Israeli Communication Association (ISCA)
- 2003- 2006 National Academy of Television Arts and Sciences (NATAS) New York Chapter, Judge – Interactive Emmy Awards

(e) Board Appointments – Member of the Board of Directors, Academic

2021- present Yeshiva University Innovation Lab, New York City, United States

(f) Board Appointments – Member of the Board of Directors –Industry

2013 - present Nielsen Innovate, Caesarea, Israel
Early stage investment fund focused on the new media, market research, data analytics and advertising fields

2017 - present Tali Rights, Tel Aviv, Israel
Israel's creative copyrights organization. Head, Digital Media Rights Committee

(g) Significant Committee Appointments

2014 Shejter Committee. Tel Aviv/Jerusalem, Israel

Elected by the Minister of Communication to set regulatory guidelines for Internet Television in Israel.

Educational Activities

Courses Taught: 2008-present, Reichman University

2022- Present: "Digital Media Entrepreneurship," MA Communications
2018 -Present: "Entrepreneurship, Creativity and Innovation from 0 to 1" BA
2018- 2022: "From Garage to Nasdaq", BA
2018- Present: "Capstone Project, Accelerator Track" BA
2018 -Present: "From Idea to Venture", MA Law, Technology and Business Innovation
2014-2022 : "New Media & Digital Communication," MA Communications
2014-2019: "Digital Marketing for Entrepreneurs" BA
2017-2020: "Digital Marketing Audiences", Argov Fellows program in Leadership and Diplomacy
2016-2018: "Venture Creation, Ideation and Strategy" Upstart Program BA
2016-2018: "Venture Creation, Implementation", Upstart Program BA
2016-2018: "Multi-Platform Strategic Communications" MA Communications
2014-2017: "Marketing &Political Communications in the New Media", Government MA
2010-2016 "Transitioning Media: Marketing and Branding in A Digital World", Communications B.A
2012-2015: "Introduction to Digital Media", Psychology B.A
2008-2014:"Networked TV", Seminar Communications B.A,

Gali Einav

2010: "Digital Media Business Models" – Global MBA

Reichman University – Executive Education

April 2018, Academic Director and Lecturer: Steinbeis School of Management and Innovation at Steinbeis-Hochschule

"10 Consumer Insights in the Age of the Digital Omnivore", "Venture Creation"

May 2015, Academic Director and Lecturer: Tsinghua SEM YES Program Venture Creation Module

"Lean Startup Methodology" Business Model Canvas Workshop"

Reichman University – Affiliations

2022 –2023 Academic Director and Lecturer. Tarbut High School – Mexico City – Venture Creation Course

2020-Present – Academic Director and Lecturer, Project Bravo (Springboard) Israel-US Navy Seals Venture Creation Program

Courses taught at other Universities

2023- Venture Creation", MA Business, Yeshiva University, New York

2016-2020 "Digital Media", MA Business, Yeshiva University, New York

2010 "The Media Industries-Digital Transitions" MBA, Fordham, New York

2004 - "The Business of Entertainment" Media Management Program, New York University, New York

Courses taught at Other Educational Institutes

2015 "Digital Media Bootcamp", Africa Digital Media Institute (ADMI)

Nairobi, Kenya

2013 "The Digital World: Social and Interpersonal Implications of Digital Media",

Mandel School of Educational Leadership", Jerusalem, Israel

2011-2013 "Digital Advertising – Consumer and Business Trends" Google School of Advertising, Tel Aviv, Israel

Research Students:

Undergraduate

2020-present Shir Ofek, Title: "Tiktok, Twitter and Twitch, Applying Innovative Social Platforms to online education" Reichman University, Adelson School of Entrepreneurship

2020-2021 Ryan Jaber. Title: "The Use of Social Networks in Entrepreneurial Startups", Reichman University, Adelson School of Entrepreneurship

Graduate Thesis

2019 -2021 Tal Nadel Harony Thesis title: "Let's WhatsApp! Generation X couples' online and offline relationship patterns in the digital age. Reichman University, Sammy Ofer School of Communication

Awards, Honors, Fellowships

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| 2022 | Excellence in Teaching Award, Reichman University |
| 2021 | Rector Monetary Award, paper published in "A" category:
Nadel Harony, T, Einav, G, Galily, Y (2021) "Let's WhatsApp!
Generation X couples online and offline relationship patterns in the
digital age. New Media&Society, pp19-28 (With Master student) |
| 2021 | "Best Poster" Award, ACI ECIE 2021, Instituto Universitario de
Lisboa, Portugal, 16-17, September 2021:"A Model for Teaching
Global Entrepreneurship in a Post Covid World: The PwrPark Case" |

Scientific Publications

(a) Books:

(b) Edited Books:

Einav, G. (ed) (2010) "Transitioned Media, A Turning Point into the Digital Realm", New York, Springer

Einav, G. (ed.) (2015) "The New World of Transitioned Media: Digital Realignment and Industry Transformation", New York, Springer

Einav, G. (ed) (2019) "Digitized: Industry Transformation and Disruption through Entrepreneurship and Innovation", UK, Emerald Publishing

Einav, G. (ed) (2022) "Transitioning Media in a Post Covid World: Digital Transformation, Immersive Technologies and Consumer Behavior" New York, Springer

(c) Editorship of a Journal

Einav, G. (ed) (2016) Special issue: "Regulating Digital Television", International Journal of Digital Television (IJDT)Volume 7.1, Bristol UK

(d) Chapters in Books

Einav, G (2003) "The Content Landscape of Internet Television" in Internet Television, Gerbarg, D.Groebel, J.Noam, E.(eds) New Jersey, Routledge, pp-215-234

Einav, G. (2008), "College Students: The Rationale for P2P Video File Sharing" in P2P Video The Economics, Policy, and Culture of Today's New Mass Medium", Eli Noam, Lorenzo Pupillo (eds), New York, Springer pp 149-162

Einav, G, Carey, J (2009) "Consumer Behavior in the Digital TV Environment and Beyond", in Television Goes Digital, Gerbarg, D. (ed), New York, Springer, pp 115-129

Einav, G, (2015) "Back to the Future: Consumer and Business Trends in the Digital Age", in The New World of Transitioned Media: Digital Realignment and Industry Transformation", Einav, G. (ed), New York, Springer, pp 1-10

Einav, G. Lipson, N. (2015) "The Times They are A'Changin'.From Newspapers to TV, Traditional Go Digital", in The New World of Transitioned Media: Digital Realignment and Industry Transformation", Einav, G. (ed), New York, Springer, pp 81-102

Einav, G. Lipson, N. (2018) "The New News: Storytelling in the Digital Age" in Lemelshtrich Latar, N. (ed), Robot Journalism: Can Human Journalism Survive?", World Scientific Publishers, pp-67-78

Einav, G, Wolf, H.(2019) "From Interactive Television to Digital Health: Insights for Industries in Transformation" in "Digitized: Industry Transformation and Disruption through Entrepreneurship and Innovation, Gali Einav (ed) Emerald Publishing, UK, pp 21-40

Einav, G. (2022), "Media Re-Imagined: The Impact of Covid -19 on Digital Media Transformation" in Transitioning Media in a Post Covid World: Digital Transformation, Immersive Technologies and Consumer Behavior" Einav, G. (ed) New York, Springer, pp-19-28

(e) Refereed Articles

Nadel Harony, T, Einav,G, Galily Y (2021) Let's WhatsApp! Generation X Couples online and offline relationship patterns in the digital age. New Media & Society. pp 1-22
IF 8.061

Einav, G. Allen, O. Gur, T. Maaravi, Y.Ravner, D (2022) Bursting filter bubbles In a digital age: Opening minds and reducing opinion polarization through digital platforms, Technology in Society, Volume 71
IF 7.82

Einav, G (2022) Recreating an Entrepreneurship Experience in A Virtual Space: The

Covid 19 Case, Journal of Entrepreneurship Education, 25 (S5) 1-9

Other professional articles and publications

Einav, G, Carey, J, (2018) "Internet television", The SAGE Encyclopedia of the Internet, Sage Publications, pp 844-847

Einav G, Carey, J (2008) "Is TV Dead?", Consumer Behavior in the digital TV environment and beyond", Television Quarterly 38(2) pp 19-24

Submitted Articles

Dinnar, S, Einav, G,(2023), "'Newsers': News repertoires and News perceptions among Israeli youth in the Digital Age" , Submitted to: Journalism

Einav, G, Knapp, T, Dagan, Y (2023), "_Sea Air Land (and business) – Why SEALs make great entrepreneurs. Submitted to Harvard Business Review (HBR)

Lectures and Presentations at Academic Conferences and Roundtables

"Producing iTV: The Effects of Technology on Organizational Innovation within Broadcast Television" Collaborative Organization and Digital Ecologies Seminar (CODES), Columbia University, Sept 2003

"Facing an Elusive Frontier, Defining and Producing Interactive Television" 2nd European Conference on Interactive TV; enhancing the experience, Brighton, UK March 2003

"Voting in Pajamas - Exploring the Role of Interactive Television in the Electoral Process", Eastern Communication Association Conference April 2004, Boston, USA

"Reaching Out to New Communities – The Social Effects of iTV on Senior Citizens" 5th Annual Media Ecology Convention, Rochester Institute of Technology June 2004

"The State of IPTV.2", IPTV.2 The Second Generation of TV Over the Broadband Internet Conference. Columbia University, May 2005

"NBC's Online Assets, Rewind Video Player and Heroes 360 Case Study" Social Media Workshop, Haifa University Center for law & Technology, May 2008

"10 Insights into the New Media Consumer" UCLA, Media management Program, July 2009

"The Future of Broadcast in Israel – An Internal Look at the Committee of Regulating

Commercial Broadcast and Its Conclusions" Israel Communication Association (ISCA) Annual Conference 2015

"From Habit to Choice – The Expanding Horizons of Multi-Platform TV Viewing", Digital Television – Beyond HD and DTV Conference, CITI, Columbia University November 2017

"A Model for Teaching Global Entrepreneurship in a Post Covid World: The PwrPark Case", Poster Presentation ACI ECIE 2021, Instituto Universitario de Lisboa, Portugal , 16-17, September 2021, **Winner :Best Poster Award**

Einav, G, Blekher, M (2021) "Do we practice what we preach?" - Entrepreneurship studies as a beacon of change for 21st century higher education. 17th European Conference on Innovation and Entrepreneurship_ECIE22, Neapolis University Paphos, Cyprus, 15-16 September, 2022

Chaired Symposia

"Entrepreneurship Education as a Foundation for the 21st Century", Academy of Management. Start-up to Scale-up Conference. Tel Aviv, Israel, January 2018

"Communication and Technological Innovation", Israeli Communication Association Annual Convention, Rishon Letzion, Israel, April 2018

Lectures and Presentations at Meetings and Invited Seminars

"The US Entertainment Industry: Trends and Shifts in a Digital Age" Internet Video Innovation Roundtable, Yale Law School, March 2009

"Digital Marketing Audiences", Rabin Leadership Program, Reichman University, May 2018

"Entrepreneurship Education and the Future Workforce", Law & IT Workshop, Tel Aviv University, January 2020

"Entrepreneurship, Thinking, Innovating, Transforming" Honor Students Ceremony, Reichman University RRIS, May 2022

Organization of Academic Conferences

2010 (21/5/2010), "Transitioned Media: A Turning Point into the Digital Realm, Columbia Institute of Tele Information, Columbia University, NYC,

2013 (9/6/2013) "Transitioned Media Conference" IDC Herzliya in conjunction with Columbia Institute of Tele Information (CITI), Herzliya, June 9th, 2013

2019-present (annual), "Advertising & Innovative Technologies". WPP RoundTable Discussion

2022 – "Innovation Hackathon, Mental Health and Suicide Prevention" Adelson School of Entrepreneurship, In collaboration with Baruch Ivcher School of Psychology, Zvi Meitar Institute and the Israeli Ministry of Health, March, 29th, 2022

Lectures and Presentations – Industry

“Consumer Behavior and Cross Platform Content Integration” Rosh Pina Digital Conference, Rosh Pina, Israel, November 2005

"Myth and Reality-Ten Insights into the New Media Consumer”, IDC- Refresh 07 , New Media Conference , Tel Aviv, Israel November 2007

"The Impact of Digital Media on Education", Israeli Ministry of Education, Jerusalem, Israel, December 2013

"Binge Watching; Television in A Digital Age”, New Media Convention, Tel Aviv, Israel, June 2014

“Applying Entrepreneurial Mindset for Success in the 21st Century”, סמינר קרן ידע הנדסי , December 2022

Work In Progress

Research projects:

Explore innovative uses of digital platforms such as Tik Tok and Twitter for innovative education models content creation, education and innovative work models.

Explore use of AI and the Metaverse for development of Innovative future Educational Models (In collaboration with RU Innovation Lab)

“Hour 25AI Applying Digital Productivity Tools to Boost Self Efficacy and Wellness offline”

"Gaming vs Streaming" The Role of Gaming and The Metaverse and TV Streaming in future media landscape

“Is TikTok the New Traditional Television Platform for Generation Z?”

Course Development:

Development of new MA level course: Digital Entrepreneurship (starting October 2022) The course explores innovative use of digital technologies and platforms for content creators, educators and innovative future work models.

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