

Gali Einav, Ph.D

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**Digital media expert specializing in consumer behavior, research and strategy.
Research interests include impact of digital transformation on media industries, marketing,
consumer behavior and entrepreneurship**

TEACHING AND RESEARCH EXPERIENCE

IDC Herzliya, Faculty, Adelson School of Entrepreneurship, Herzliya, Israel *2016-Current*

- Head, International Undergraduate program
- Head of "Upstart" venture creation program
- First -Hand Entrepreneurship
- "Strategy and Marketing for Entrepreneurs"
- "Venture Creation"
- "New Media and Digital Communications" , Communications MA

Yeshiva University, Faculty, NYC , United States *2016- current*

- Online Masters in Marketing program , digital media course

IDC Herzliya, Adjunct Professor – Herzliya, Israel *2008-2016*

- "Multi-Platform Strategic Communications" ,Communications MA
- "Marketing &Political Communications in the New Media" – Government MA,
- "Networked TV", Seminar Communications B.A,
- "Transitioning Media: Marketing and Branding in A Digital World", Communications B.A
- "Introduction to Digital Media", Psychology B.A
- "Digital Media Business Models" – Global MBA (Fall 2010)
- Media Innovation Lab –led international research project focused on cross-platform video monetization

ADMI: Africa Digital Media Institute, Lecturer, Nairobi, Kenya *July 2015*

- Developed and taught "Digital Media Bootcamp" an intensive two week course in partnership with Google

Mandel School of Educational Leadership, Lecturer, Jerusalem, Israel *Fall 2013*

- "The Digital World: Social and Interpersonal Implications of Digital Media"

Google School of Advertising, Lecturer, Tel Aviv, Israel *2011-2013*

- "Digital Advertising – Consumer and Business Trends"

Fordham Business School, Adjunct Professor *Spring 2010*

- "The Media Industries- Digital Transitions"

NYU, Media Management Program, Adjunct Professor, New York, NY *2004*

- Designed and taught "The Business of Entertainment"

Columbia University, Interactive Design Lab, Researcher, New York, NY *2000- 2002*

- Designed, conducted and disseminated research about production, content, consumer usage and community building via interactive media in the US and the UK
- Presented recommendations at Columbia Journalism and Business Schools, national and international conferences (Harvard Business School, MEA, ESA, 2nd European conference on interactive television)
- Led, designed and presented research on IPTV and Peer to Peer behavior among college students
- Managed industry collaborations including Corporation of Public Broadcasting, WNET, ABC, Game Show Network, GoldPocket Interactive (US), BBC and BskyB (UK)

PROFESSIONAL EXPERIENCE

Tali Rights Board of Directors, Israel

November 2017- Current

- Israel's creative copyrights organization. *In charge of leading Digital media rights committee.*

Schejter Committee, Member, Israel

February 2014- Dec 2014

- Committee elected by the Minister of Communication to set regulatory guidelines for Internet Television in Israel

International Journal of Digital Television, Member, Editorial Advisory Board

2014- Current

Nielsen Innovate, Board Member- Ceasaria, Israel

2013- Current

- Assessing and consulting startups for an early stage investment fund focused on the new media, market research, data analytics and advertising fields

TMT Strategic Advisors, Managing Partner

2008- 2016

- Advise 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)

Canoe Ventures, Consultant, New York, NY

March 2010 – June 2011

- 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

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

2004-2008

- 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
- Communicated and presented key results, strategic insights and digital industry trends to senior management, digital media team, business development team and across relevant business units
- Identified and implemented best-in-class consumer research methodologies

Telad, Jerusalem Studios, Senior Investigative Producer, TelAviv, Israel

1995-2000

- 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
- **Executive Producer** ; responsible for complete production cycle of television special, including budget, talent, shooting schedule and post production

EDUCATION

Ph.D, Columbia University, New York, NY, Communications

May 2004

- Dissertation Research; "Content, Demand and Social Implications of Interactive Television"

M.A, M.Phil. Columbia University, New York, NY - Communications

May 2002

M.A, Hebrew University, Jerusalem, Communications

June 1997

B.A Tel Aviv University, Political Science

June 1992

PUBLICATIONS

BOOKS:

- Gali Einav (ed) “*Digitized: Industry Transformation and Disruption through Entrepreneurship and Innovation*” , UK, Emerald Publishing, 2019
- Gali Einav (ed.) “*The New World of Transitioned Media: Digital Realignment and Industry Transformation*” , New York, Springer, 2015
- Gali Einav (ed.) “*Transitioned Media , A Turning Point Into the Digital Realm*, New York, Springer, 2010

JOURNAL ARTICLES AND BOOK CHAPTERS:

- **Gali Einav**, Hal Wolf, “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, 2019
- Gali Einav, John Carey, “Internet television” in *The SAGE Encyclopedia of the Internet*, Sage Publications, 2018 pp 844-847
- Gali Einav, Nathan Lipson, "The New News: Storytelling in the Digital Age" in Noam Lemelshtrich Latar (ed) , *Robot Journalism: Can Human Journalism Survive?*", World Scientific Publishers, April 2018
- Special issue: “Regulating Digital Television”, *International Journal of Digital Television (IJDT)* Volume 7.1, Gali Einav (ed), Bristol UK, March 2016
- Gali Einav and Nathan Lipson, “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*” , Gali Einav (ed), New York, Springer, 2015
- Gali Einav, “Back to the Future: Consumer and Business Trends in the Digital Age”, ”, in *The New World of Transitioned Media: Digital Realignment and Industry Transformation*” , Gali Einav (ed), New York, Springer, 2015
- Dennis Anderson and Gali Einav, “Transitioned Media: Traditional TV to Digital”, *ACM, Computers in Entertainment* , June 2012, <http://cie.acm.org/articles/transitioned-media-traditional-tv-digital/>
- Gali Einav, John Carey, “Consumer Behavior in the Digital TV Environment and Beyond”, in *Television Goes Digital*, Darcy Gerbarg (ed), New York, Springer, 2009 , pp 115-129
- Gali Einav, John Carey, “Is TV Dead?”, *Television Quarterly* , Winter 2008 , pg 19-24
- Gali Einav, “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 , 2008 pp 149-162
- Gali Einav, “The Content Landscape of Internet Television” in *Internet Television*, Darcy Gerbarg Jo Groebel, Eli Noam (eds), New Jersey, Lawrence Erlbaum Associates, 2004

PRESENTATIONS

- New Media Convention, “Binge Watching; Television in A Digital Age”, Tel Aviv, June 2014
- Ministry of Education, “The Impact of Digital media on Education”, Tel Aviv, December 2013
- UCLA, Media management Program: 10 Insights into the New Media Consumer July 2009

- Internet Video Innovation Roundtable, Yale Law School, March 2009
- “The US Entertainment Industry: Trends and Shifts in a Digital Age”
- Rosh Pina Digital Television Conference
“Consumer Behavior and Cross Platform Content Integration”, November 2008
- Social Media Workshop, Haifa University Center for law & Technology
NBC’s Online Assets, Rewind Video Player and Heroes 360 Case Study, May 2008
- IDC- Refresh 07 , New Media Conference
“Myth and Reality- Ten Insights into the New Media Consumer”, November 2007
- Digital Television – Beyond HD and DTV Conference , CITI, Columbia University
“From Habit to Choice – The Expanding Horizons of Multi-Platform TV Viewing, November 2007
- IPTV.2 The Second Generation of TV Over the Broadband Internet,
“The State of IPTV.2” , Columbia University, May 2005
- 5th Annual Media Ecology Convention, Rochester Institute of Technology
“Reaching Out to New Communities – The Social Effects of iTV on Senior Citizens”, June 2004
- Eastern Communication Association Conference, “Voting in Pajamas - Exploring the Role of Interactive Television in the Electoral Process”, April 2004 ,
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- **CONFERENCE ORGANIZER**
- **Chaired Symposia**
- Academy of Management . Start-up to Scale-up Conference (2018). Tel Aviv , Symposium
:Entrepreneurship Education as a Foundation for the 21st Century Academy **Organizer and presentor**
- כנס האגודה הישראלית לתקשורת (2018) ראשון לציון מושב: "תקשורת וחדשנות טכנולוגית" י"ר
- Transitioned Media , IDC Herzliya in conjunction with Columbia Institute of Tele Information (CITI), Herzliya, June 2013
- Transitioned Media , Columbia Business School, NYC ,May 2010