



MARCH 31 – APRIL 2, 2025

TEL AVIV, ISRAEL

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# Program Book

# Welcome

Welcome to the AMPLIFY: Investor Summit 2025. We're pleased to bring together global investors, innovators, and industry leaders in Israel's vibrant tech ecosystem for a clear purpose: to explore the promising intersection of financial returns and meaningful impact.

The investment landscape is evolving rapidly. Over these next few days, you'll participate in discussions that address concrete opportunities for collaboration across traditional boundaries. You'll gain exposure to technologies and ventures that require patient capital to reach their full market and impact potential. We've structured this summit with a focus on actionable insights and valuable connections. The panels and keynotes are thoughtfully curated to showcase proven approaches and emerging models that can enhance your own investment strategies.

We look forward to this summit serving as a fast track for building relationships, discovering investment opportunities, and aligning capital with philanthropic missions—furthering both impact and returns.

In shared commitment,  
Michael Lustig & Fleur Hassan-Nahoum  
*Summit Co-Chairs*  
Ruthie Rotenberg, Yael Simon, Moshe Bellows  
*Amplify Co-Founders*

# Sponsors & Partners

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The Amplify Summit is a project of Arakura Consulting.

[www.arakura.co](http://www.arakura.co)



March 2025

Dear Friends,

Welcome to the vibrant and resilient land of Israel! On behalf of all our co-sponsors and the citizens of this remarkable nation, we extend our heartfelt gratitude for your presence at AMPLIFY, a conference that holds immense significance for us all.

In the aftermath of the conflict that began on October 7, 2023, Israel is not just recovering; it is rising anew as a beacon of investment and innovation. Your attendance here is more than a professional engagement; it is a powerful testament to your support for Israel's rebuilding journey. We do not take this support lightly—it is deeply appreciated and cherished.

As you consider investing in Israel, we understand the complexities that come with such decisions. As fiduciaries, you face the challenge of strategically planning investments that align with your institution's broader portfolio goals. At Bernstein, as co-fiduciaries, we are dedicated to guiding you through these intricacies with our sophisticated planning tools. We will also be introducing a new Israel-focused Fund of Venture Capital Funds, in collaboration with one of Israel's most esteemed Fund of Fund Managers, offering a diversified investment solution for accessing Israel's innovation engine. We are excited to share more about this soon.

Our commitment to Israel is deeply rooted in a legacy of support and belief in its boundless potential. Our founder, Sanford (Zalman) Bernstein, exemplified this dedication by investing over \$1 billion in Israeli non-profits through The Avi Chai Foundation. This enduring spirit of commitment continues to inspire and propel us forward.

In 2016, we established a permanent office in Tel Aviv, serving the investment strategy and management needs of private clients, endowments, foundations, and institutions. We are proud to be among the few global firms with such a presence.

Our firm – both here and in the US - is here to support you with strategic asset allocation planning and/or exploring our suite of investment solutions, including the upcoming Bernstein Israel Partners fund.

May this conference and your journey through Israel be both productive and profoundly meaningful. I am looking forward to meeting you in person and exploring ways we can work together to help build the future that Israel and its citizens deserve.

With warm regards,

Yigal Marcus  
Principal; Director-Israel (Private Wealth Management)

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# Monday

March 31, |  
2025

Time	Session	Speakers
16:00 Hotel	Welcome & Introductions	<b>Michael Lustig</b> , Amplify Co-Chair <b>Adam Hirsch</b> , The Russell Berrie Foundation <b>Avi Hasson</b> , Startup Nation Central
17:00	Depart for opening dinner	
17:45	Dinner	Sponsored by <b>Goldrock</b>
18:30	Opening Dinner	<b>Adam Hirsch</b> , The Russell Berrie Foundation <b>Fleur Hassan-Nahoum</b> , Summit Co-Chair
21:00	Return to Hotel	



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# Tuesday

April 1st,  
2025

Time	Session	Speakers
8:30	Depart for Startup Nation Central	
9:15 SNC	Keynote: Global Market Perspective	<b>Avi Hasson</b> , Startup Nation Central
9:45 SNC	Venture Capital Panel	<b>Yael Gruenbaum Cohen</b> , aMoon <b>Barak Rabinowitz</b> , F2 <b>Judah Taub</b> , Hetz <b>Shir Marom</b> , Schusterman Family Investments
10:30 SNC	Coffee & Networking Break	
10:45 SNC	AllianceBernstein Investment Insights	<b>Yigal Marcus</b> , AllianceBernstein
11:15 SNC	Real Estate Panel	<b>Ilan Rubinstein</b> , Ruby Capital <b>Ariel Sternberg</b> , Community Fund <b>Darren Rockman</b> , Goldrock
12:00 SNC	Yale Model	<b>Michael Lustig</b> , Summit Co-Chair
12:40 SNC	Lunch with Speakers & Guests	Hosted by <b>Startup Nation Central</b>



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# Tuesday

April 1st,  
2025

Time	Session	Speakers
13:50	Depart for PwC	
14:30 PwC	Hedge Fund Panel	<b>Ron Senator</b> , Spera Capital <b>Amir Efrati</b> , Brosh Capital <b>Lior Segev</b> , KH2 <b>David Ram</b> , Goldrock
15:30 PwC	Defense Tech	<b>Hamutal Meridor</b> , Kela Technologies
15:50 PwC	My Path to Israel and Vintage, VC in Israel, & What's Next	<b>Abe Finkelstein</b> , Vintage Investment Partners
16:15	Return to Hotel	
17:45 Hotel	Meet in lobby to depart for dinner	
19:15	Dinner in Private Home with guests and sponsors	<b>Sarit Firon</b> , Team8 Capital
21:30	Depart for Hotel	



# Wednesday

April 2nd,  
2025

Time	Session	Speakers
8:30 Hotel	Building an Iron Nation	<b>Jason Wolf</b> , Iron Nation
9:00	Depart for Tel Aviv Stock Exchange	
9:30 TASE	Public Equity Panel	<b>Yoram Nave</b> , CEO, Clal Insurance <b>Giora Almogi</b> , CEO, OPC <b>Oren Hillinger</b> , CFO, Melisron <b>Eyal Silberstein</b> , TASE
10:00 TASE	Policy and Regulation on Investments	<b>Eugene Kandel</b> , TASE
11:00 TASE	Capital Markets	<b>Brian Friedman</b> , Israel Investment Partners
11:20 TASE	Private Equity Panel	<b>Marc Lesnick</b> , Fortissimo Capital <b>David Ram</b> , Goldrock <b>Richie Hunter</b> , Green Lantern
12:30	Depart for Lunch	
13:00	Lunch at Whiskey Bar with Guests	

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# Wednesday

April 2nd,  
2025

Time	Session	Speakers
14:15 Pearl Cohen	Panoramic City Tour	<b>Benjamin Waltuch</b> , Pearl Cohen Zedek Latzer Baratz
14:30 Pearl Cohen	Tech Sector Industry Leaders Panel	<b>Emmanuelle Lipski</b> , 10D <b>Gideon Friedmann</b> , NetZero Technology Ventures <b>Ido Kilberg</b> , Deep Insight
15:30 Pearl Cohen	Fireside Chat: Analyzing Startups' Journeys in Uncharted Terrain	<b>Guy Yamen</b> , TPY Capital <b>Yoav Shoham</b> , AI21 Labs <b>Dorit Aharonov</b> , QEDMA Quantum Computing <b>Ofer Shacham</b> , Majestic Labs ai
16:30	Return to Hotel	
19:30	Closing Dinner	<i>Charge d'Affaires a.i.</i> <b>Stephanie Hallett</b>
21:45	Depart for Hotel	



# Thursday

OPTIONAL TOURS OF ISRAEL

April 3rd, |  
2025

## EXECUTIVE TOUR ITINERARIES

*Experience Israel's essence through two curated full-day experiences. Journey to Masada's historic fortress and float in the Dead Sea's mineral-rich waters, or explore Jerusalem's quarters from ancient stones to vibrant markets. Each tour (\$1,200) includes luxury transport and certified guide-security escort, offering a seamless blend of heritage and contemporary Israel.*

### Jerusalem Heritage Tour

Experience the rich history and innovation of Jerusalem with a guided tour of historical sites, a networking lunch with local entrepreneurs, and an exclusive speaker session on Jerusalem's growing tech scene.

*Download complete itinerary using the QR code below*



### Masada & Dead Sea Innovation Tour

Combine Israel's natural wonders with cutting-edge innovation. Visit desert tech startups, experience technology-driven wellness solutions, and network with regional investment leaders.

*Download complete itinerary using the QR code below*



# About our Speakers

## **Abe Finkelstein - Managing Partner, Vintage Investment Partners**

Abe Finkelstein has been leading fund investments and early to growth stage investments focused on Fintech, AdTech, Gaming, Crypto, and small business software investments, personally leading growth-stage investments in companies like Monday.com and Honeybook since 2003. Prior to Vintage, Abe was an equity analyst with Goldman Sachs, covering Israel-based technology companies in a wide variety of sectors, including software, telecom equipment, networking, semiconductors, and satellite communications. While at Goldman Sachs, Abe, and the Israel team were highly ranked by both Thomson Extel and Institutional Investor. Before that, he was Vice-President at U.S. Bancorp Piper Jaffray, where he helped launch and led the firm's Israel technology shares institutional sales effort. Abe graduated Magna Cum Laude from the Wharton School at the University of Pennsylvania with a BS in Economics and a concentration in Finance.

## **Adam Hirsch - CFO/COO, The Russell Berrie Foundation**

Adam Hirsch, CPA is a seasoned non-profit executive and financial leader with nearly 20 years of experience at The Russell Berrie Foundation, where he serves as Chief Operating Officer and Chief Financial Officer. He oversees a nine-figure endowment and plays a central role in financial strategy, governance, and investment management. A thought leader in the non-profit sector, Adam has been instrumental in shaping the Foundation's approach to transformational giving, partnering with visionary leaders to drive social change. As a champion for aligning investments with mission-driven objectives, he has worked to integrate financial strategy with philanthropic impact. Adam holds a Bachelor of Science in Accounting from Brooklyn College, has been a CPA since 1995, and is a member of the AICPA and NYSSCPA.

## **Amir Efrati - Managing Partner, Brosh Capital Partners and Brosh Equity Partners**

Amir Efrati is the Managing Partner of Brosh Capital Partners and Brosh Equity Partners, investment partnerships managing \$700mm and focused on activist investing in distressed corporate bonds and equities of Israeli and Israeli related securities. Previously, he was Managing Partner and Portfolio Manager of The Dragon Variation Fund, a distressed hedge fund focused on the Israeli market. Before joining Dragon, Amir worked for JCK Partners, a long-short equity, event-driven, special situation fund based in New York. At JCK, Amir was a generalist, managing equity exposure in both US and international equity markets. Previously, Amir was a sector specialist at Elm Ridge Capital Management, a New York-based long/short equity fund. Formerly, he was an investment-banker associate in New York at Morgan Stanley. Previously, he worked in Israel as a management consultant and as an associate for a venture capital group, evaluating business potential of technology start-up companies. Mr. Efrati graduated Magna Cum Laude from Tel Aviv University with a BA in Economics in 1996 and received an MBA with distinction from Columbia University in 2001. At Columbia, he was selected to the Beta Gamma Sigma National Honor Society and was a Teaching Assistant for "Private Equity: Middle Markets" course in the MBA program.

# About our Speakers

## **Ariel Sternberg – Partner, Community Fund (York Capital Spin-off)**

Prior to joining Community Fund, Ariel helped to build Exigent Capital's special situations investment practice and led several investment transactions in cooperation with York Capital. Prior to joining Exigent, Ariel advised restructuring processes, and spent three years with Jefferies' TMT investment banking group in New York, where he focused on Restructuring and M&A. Ariel holds a BSE in Operations Research and Financial Engineering from Princeton University.

## **Avi Hasson – CEO, Startup Nation Central**

As CEO of SNC, Avi ensures that the 120-person organization adheres to its mission of being the prime driver and facilitator of Israeli innovation that boosts growth and generates global impact. Before his role at SNC, Avi served as Chief Scientist at Israel's Ministry of Economy and Industry and as the Founding Chairman of the Israel Innovation Authority. Additionally, Avi spent over a decade as an early-stage investor at Gemini Israel Funds and Emerge venture capital firms, identifying promising startups and helping them scale. After completing his military service in the IDF's 8200 intelligence unit, Avi spent the first decade of his career working for several communication technology companies.

## **Barak Ben Eliezer – Managing Partner, Deep Insight**

Barak is the founder and managing partner of Deep Insight – the only Israeli fund investing in the full spectrum of Deep Tech (Semiconductors, Space, Quantum, Energy, Defense, Robotics, and Biotech). He is the Chairman of Yisum, the tech transfer company of the Hebrew University, and a member of the executive board of the Open University. Based on his experience in the IDF's Talpiot Program (as a cadet, a graduate, and the unit's commander), Barak founded the program for nurturing the State of Israel's Future Scientists. He holds B.Sc. and M.A. from the Hebrew University of Jerusalem.

## **Barak Rabinowitz – Managing Partner, F2 Venture Capital**

Barak has spent decades immersed in early-stage startups. Before the launch of F2, Barak was a Partner at Genesis Partners, where he focused on early-stage investment opportunities and The Junction pre-seed investment program. As a founder, Barak has firsthand experience building companies from the ground up. He led three startups in London and Tel Aviv, including Mytopia, which was acquired by 888 Holdings (LSE: 888). He also supported numerous successful startups as an angel investor. In his earlier career, Barak was a senior analyst in the Technology M&A Group at Morgan Stanley, where he helped to establish their investment banking practice in Israel. He also volunteered to serve as a paratrooper in the IDF. Barak earned his MBA from Harvard Business School and a BS BA from Georgetown University.

## **Brian Friedman – President, Israel Investment Advisors, LLC**

As Portfolio Manager of the Israel Investment Fund, L.P., Brian is one of a very small group of American professional investors that actively analyzes opportunities in the Israeli stock market. Brian also founded our parent company GHP Investment Advisors, Inc. with more than \$2.8 billion under management.

# About our Speakers

## **Darren Rockman – Partner, Goldrock**

Darren joined Goldrock in 2001 and brings over 20 years of experience in family office management, consulting, and investment management. As General Manager, he advises a diverse range of families. Darren holds Bachelor's Degrees in both Law and Economics from Monash University, Australia. Born and raised in Melbourne, he is a proud husband to Yael, father of four, and an avid tennis player, gardener, and history enthusiast.

## **David Ram – Partner, Goldrock**

David is a Partner & CIO at Goldrock – a high-touch multi-family office servicing very high-net-worth families in Israel and internationally. David joined Goldrock in 2008 and leads the investment strategy and chairs the investment committee. Prior to joining Goldrock, David launched the Israeli office of VantagePoint Venture Partners, acting as one of the initial investors in Israel in climate tech and later stage venture investing. David launched his career at Merrill Lynch in 1998 where he built high growth-oriented equity portfolios for wealth management clients. David moved to Israel in 1998 and began working as a Senior Manager at Ernst & Young within the corporate finance group. David holds a B.S. in Finance from Yeshiva University in New York. David is married with 3 children, lives in Beit Shemesh.

## **Dorit Aharonov – CSO, QEDMA Quantum Computing**

Dorit is the CSO of Qedma and a computer science Professor at the Hebrew University. In her PhD she proved the quantum fault tolerance theorem, one of the main pillars of quantum computation today. Dorit has pioneering contributions in a wide range of areas of quantum computation including quantum algorithms, quantum walks, adiabatic computation, Hamiltonian complexity, quantum cryptography and quantum verification. After completing her PhD in Computer Science and Physics at the Hebrew University, during which she received several awards including Clore and Wolf prizes, Dorit continued to a postdoc at the institute for advanced studies (IAS) Princeton Math and at UC Berkeley Computer Science. In 2005 she was featured by Nature as one of four theoreticians making waves in their chosen field; She received the Krill prize in 2006, was awarded a 1.5M Euro ERC starting grant in 2012, and in 2014 she received the prestigious Michael Bruno. In parallel to her main role at Qedma, she continues to lead an active research group at the Hebrew University.

## **Emmanuelle Lipski – Principal, 10D**

Emma is part of 10D's investment team and focuses on the entire investment lifecycle, from deal sourcing to portfolio support. Prior to 10D, Emma was previously a Senior Engagement Manager at McKinsey & Company, where she spent 7 years consulting for large organizations from across the world, with a focus on the healthcare sector. As such, she supported pharmaceutical, medical device and digital health companies as well as investors on topics ranging from commercial and growth strategy to digital and analytics, due diligence and leadership support. Emmanuelle holds a Master of Finance (MFin) from the MIT Sloan School of Management and a BSc in Statistics and Management with Honors from University College London.

# About our Speakers

## **Eugene Kandel – Chairman, Tel Aviv Stock Exchange**

Eugene is an Israeli economist, Emil Spyer Professor (Emeritus) of Economics and Finance at the Hebrew University, and the chairman of the Board of the Tel Aviv Stock Exchange. Formerly, the CEO of the Startup Nation Central, and the Head of the National Economic Council and the Economic Advisor to the Prime Minister of Israel.

## **Eyal Silberstein – Sales & Markets Development, TASE**

Eyal brings extensive experience to his role in Sales and Markets Development. He served as an Investment Manager at Bank Leumi. He then transitioned to the role of Senior Institutional Client Relations Manager at the same bank. Following that, he was the Business Development Director at Leumi Tech.

## **Fleur Hassan-Nahoum – Co-Chair, Amplify Summit, Israel's Special Envoy for Innovation**

Fleur grew up in Gibraltar and studied law at King's College London, qualifying as a barrister in 1997. She moved to Israel in 2001, working in nonprofits and running a communications consulting business before entering politics. Elected to the Jerusalem City Council in 2016, she became leader of the Opposition in 2017 and later served as Deputy Mayor for foreign relations, economic development, and tourism. Fleur co-founded the UAE-Israel Business Council and the Gulf Israel Women's Forum in 2020, and in 2023 was appointed Israel's special envoy for innovation. She is also the first woman to serve as Secretary General of Kol Israel and currently sits as a senior fellow at the Misgav Institute for National Security and Zionist Strategy. After completing her tenure as Deputy Mayor in March 2024, she remains committed to advancing women's rights, marginalized communities, and a pluralistic Jerusalem.

## **Gideon Friedmann – Chief Technology Officer, NetZero Tech Ventures**

Dr. Gideon Friedmann brings a wealth of expertise from his tenure as the Chief Scientist at the Israeli Ministry of Energy, where he shaped the nation's energy framework and pioneered initiatives in renewable energy, market structuring, energy conservation, and electric mobility. He spearheaded a major funding program that bolstered innovative strides in energy technology, academic study, and entrepreneurial ventures, and directed the transition to sustainable energy within Israel's governmental bodies. With a diverse background in the high-tech sector, Gideon has made significant contributions to semiconductor metrology, medical devices, biotech, and energy-saving technologies through both research and development and executive leadership. Presently, as the Chief Technology Officer of NetZero Tech Ventures, he plays a pivotal role in fostering early-stage companies at the forefront of energy technology and climate change mitigation. Dr. Friedmann is academically accomplished, holding a Doctorate in Physics from Stanford University, a Master's in Economics from Purdue University, a Bachelor's in Mathematics and Physics with high honors from Tel Aviv University, and a Diploma in Bioinformatics.

## **Giora Almogi – CEO, OPC Energy**

[www.opc-energy.com](http://www.opc-energy.com)

# About our Speakers

## **Guy Yamen – Managing Partner, TPY Capital**

Guy is co-founder and managing partner of TPY Capital, an early-stage Israel based VC, with close to \$150m in AuM. Prior to launching TPY, he spent a few years as a consultant with McKinsey & Company, in the New York and Tel Aviv offices. As part of Guy's commitment to societal change, he co-founded Prize4Life, a non-profit organization dedicated to accelerating the discovery of treatments and cures for ALS. In another non-profit, MEET (Middle East Entrepreneurs of Tomorrow), bringing together Israeli and Palestinian youth in learning computer science and entrepreneurship, Guy helped spearhead the formation of MEET's virtual learning hub. Guy is a Fellow of the fifth class of the Middle East Leadership Initiative of the Aspen Institute and a member of the Aspen Global Leadership Network. Guy received an MBA from Harvard Business School (with distinction) as well as a BA in economics and an LLB (magna cum laude), both from Tel Aviv University.

## **Hamutal Merridor – President & Co-Founder**

Hamutal is the Co-Founder and President of a new Israeli defense tech startup backed by Sequoia. Until recently, Hamutal was a partner at Vintage Investment Partners, an investment firm managing \$4B invested in top VC funds and companies across the US, Europe and Israel. Prior to joining Vintage, Hamutal acted as GM of Palantir Israel for 6 years, and before that, she was at Verint, where she headed the open-source web intelligence division; YaData, a data analytics startup acquired by Microsoft; and as an entrepreneur at her own startup. Hamutal has been focused on data technologies for governments, enterprise and online throughout her career. Hamutal is also an alumna of Singularity University, was a leadership member of Israel Brain Technologies, and a founding member of "Cracking the Glass Ceiling," a non-profit promoting girls from social and geographical peripheries to STEM. Hamutal holds a BSc in Computer Science and Cognitive Science from the Hebrew University, and an MSc in Natural Language Processing from the University of Edinburgh, where she received numerous awards for academic excellence.

## **Ilan Beck, Executive Chairman, Aon Israel**

Ilan has over 35 years of experience as a broker. Joined Aon Israel as Chairman and CEO in 2006, after the merger between his former company, Fredy & Ilan Beck Insurance Brokerage Ltd into Aon. Graduate of Haifa Technion with honors in Industrial and Management Engineering of Tel Aviv University with honors in MBA specializing in Marketing and Insurance.

## **Ilan Rubinstein – Chairman and Co-Founder, Ruby Capital**

Ilan serves as the Chairman and as an investment committee member of Ruby Capital which he co-founded in 2015. Ruby Capital offers its clients and partners a range of financing solutions for real estate transactions. Ilan is a Partner and co-founder of Ruby Ventures, an active investor in real estate private equity and debt across North America. Ilan's family are founding partners of H&R Developments, established in the 1950s. H&R owns a portfolio of incoming-producing properties and land for future development in Toronto. The family also helped create and is a shareholder in the H&R Real Estate Investment Trust (REIT).

# About our Speakers

## **Jason Wolf – Co-Founder & Managing Partner, Iron Nation**

Jason is a seasoned entrepreneur, investor, and former special forces officer dedicated to driving Israeli innovation and resilience. As Co-Founder and Managing Partner of Iron Nation, he has led investments in 22 great Israeli startups, ensuring the country's tech ecosystem thrives following October 7th. Previously, Jason played key roles at Veev, Better Place, and SAP, scaling transformative technologies globally. He is passionate about backing and building breakthrough Israeli startups, leveraging his experience to create both impact and exceptional returns.

## **Jeremy Lustman – Partner, DLA Piper**

Jeremy created and leads DLA Piper's Israel Group, a global network of more than 300 lawyers dedicated to advising Israeli companies worldwide. Splitting his time between the firm's global offices and Israel, Jeremy has cultivated strong relationships with local investors, entrepreneurs, bankers and legal professionals, representing over 60 Israeli clients each month across sectors such as technology, real estate, venture capital, private equity, defense and more. Working closely with DLA Piper colleagues in over 40 countries, he oversees corporate formation, M&A, regulatory, IP, litigation and other multifaceted legal matters. A frequent speaker on Israel's tech and investment ecosystem, Jeremy also devotes significant energy to philanthropic work, organizing an annual charity basketball tournament benefiting local nonprofits. In addition, he sits on various nonprofit boards committed to mental health, emergency medicine, social services and environmental causes.

## **Judah Taub – Managing Partner, Hetz Ventures**

Judah is the founder and managing partner of Hetz Ventures, one of Israel's leading early-stage venture capital firms. He is an alumnus of the IDF's "Sayeret Matkal" commando unit and was an officer in the elite 8-1 technology unit. At the age of 17 Judah Taub invented a round Sudoku puzzle which he subsequently sold to Israel Hayom, Israel's most read newspaper. At 23 he was awarded the IDF's top Creative Thinking award for developing a new form of intelligence gathering. During the first few months of COVID, Judah led a team which within 4 weeks developed a new ventilator made entirely from generic components which could ventilate 8 adults in parallel. Judah has lectured at Wharton, Yale, HBS and to the IDF and wrote a book for new IDF soldiers published by Yediot, Israel's leading publisher. He was elected as one of Forbes 30 Under 30 for 2020. He holds a B.A. degree in business and economics from the Interdisciplinary College in Herzliya, Israel, an exchange program with Wharton and Executive Leadership Qualification from Harvard Business School (PLD). Judah is the author of the book How to Move Up When the Only Way is Down: Lessons from Artificial Intelligence for Overcoming Your Local Maximum, published in October 2024.

# About our Speakers

## **Lior Segev - Partner, KH2 Capital Management**

Lior is a partner at KH2 Capital Management in Israel. Prior to joining KH2, Lior was the Co-Founder & CEO of Liquant Asset Management, an Israel based seeding platform for emerging quantitative hedge fund managers. Lior previously served as General Counsel, COO and then acting-CEO of Lyxor Asset Management in New York, the alternative investment arm of Société Generale. Prior to that, Lior practiced law with Sidley Austin in New York where he focused on M&A and alternative investments. He is a graduate of the Israeli Naval Academy and holds the rank of Captain (Ret.) in the Israeli Navy and is currently an active reservist. Lior is one of the founders and a board member of the Israel Hedge Funds Association (IHFA) and a board member of Migdalor (Lighthouse), the association of Israeli Navy officers. He is also the Chairman of the Board of the Dead Sea Guardians, a non-profit civil movement founded with the goal of saving the Dead Sea.

## **Marc Lesnick - Partner, Fortissimo Capital Fund**

Marc Lesnick has been a partner at Fortissimo Capital Fund since its inception in 2004. Fortissimo raised an aggregate of \$2.7 billion across six funds focused on investments in maturing technology and industrial companies in Israel. Prior to joining Fortissimo, Marc was the Managing Director of Jerusalem Global, a boutique investment bank focusing on corporate finance for Israeli tech companies. Prior to moving to Israel Marc served as a senior Corporate Attorney at the New York offices of Weil, Gotshal & Manges, where he led several Israeli related IPOs and M&A transactions and represented leading financial institutions. Marc received a J.D. from the University of Pennsylvania and a B.A. from Yeshiva University.

## **Michael Lustig - Co-Chair, Amplify Summit**

Michael retired after a 25-year Wall Street career—primarily at BlackRock, where he was Managing Director overseeing structured mortgage and derivative products trading and advised the Federal Reserve on crisis-related assets. He now devotes his time to nonprofit and impact ventures, serving as President of the Baron de Hirsch Fund and as a Board Member/Trustee of UJA-Federation of NY, JCRC-NY, several Hillels, AJC-NY, American Friends of OGEN, and Congregation Shearith Israel. A graduate of Columbia College, Michael is an adjunct finance professor at NYU Stern and lectures at the College for Management Academic Studies in Rishon LeZion. He also sits on the board of GigaWatt Global, the Israel-based solar energy firm, and holds several corporate advisory roles. In addition, Michael has curated exhibits at The Society of Illustrators and is a licensed NYC sightseeing guide.

# About our Speakers

## **Moshe Bellows – Amplify Co-Founder, Managing Partner, Maccabee Ventures**

Moshe, JD, LMSW, LNHA, is the Managing Member of Maccabee Ventures, an NYC-based, early-stage VC, focused on supporting exceptional entrepreneurs and top-performing teams across N. America and Israel. His investment approach emphasizes a "Trifecta of Added Value," including introductions to customers, access to top talent, and connections with co-investors. Moshe is a third generation Senior Living owner/operator having served as Chief Innovation Officer and VP of Business Development & Acquisitions at The Kensington Group. He is the managing member of BFI, LLC, a family office. Beyond his professional commitments, Moshe serves on nonprofit boards and committees, including Project Extreme, The Manhattan Jewish Experience, AARP AgeTech Collaborative, AIPAC Venture Tech, UJA's Tech & VC Council, and the Caring Department's Aging Subcommittee. Committed to fostering the next generation of investors, Moshe developed and teaches a comprehensive year-long Angel and Venture Capital Investing curriculum at Yeshiva University's Sy Syms School of Business.

## **Ofer Shacham – Co-Founder / CEO, Majestic Labs**

Dr. Ofer Shacham is a co-founder and CEO of Majestic Labs, a US-Israeli startup, rearchitecting AI server systems to topple the Memory Wall. He was most recently VP and Head of Silicon at Meta Reality Labs creating the Meta AR glasses compute system known as Orion. Prior to Meta, Ofer worked for Google where he led Silicon Design and Implementation for the Consumer Hardware organization and developed Google's Pixel Visual Core and Pixel Neural Cores for AI, some generations of the Titan security chip and early phases of the Pixel 6 Tensor Chip. Ofer joined Google through the acquisition of his startup, Chip Genesis, which helped organizations create specialized extremely efficient chips. Prior to Stanford, Ofer worked for IBM R&D labs in Israel. Ofer also served in an elite Israeli Navy Unit. He holds a double major BSc in EECS from Tel Aviv University and a MSc, Ph.D., and Postdoc degrees from Stanford University, where he later served as Academic Staff. Ofer enjoys paying it forward by teaching VLSI and Computer Architecture at Tel Aviv University.

## **Oren Hillinger – CFO, Melisron Management**

[www.melisron.co.il](http://www.melisron.co.il)

## **Richard Hunter – Managing Partner, Green Lantern**

Richie is a founding partner at Green Lantern Capital, an Israel-focused mid-market private equity fund. Richie served as CEO of several prominent companies over a decade, including 013 Netvision, Shufersal, McCann Erickson Israel, and Holmes Place. Prior to these roles, Richie was a Partner at McKinsey & Company from 1999 to 2007. Currently, Richie serves as Chairman of the Board of Holmes Place International Ltd. and holds board directorships at multiple prominent organizations, including Cellcom, Delta Galil Industries Ltd., Samelt MCA Ltd., Gad Dairies, and all portfolio companies of Green Lantern Capital. An expert in accounting and finance, Richie holds an LL.B from the College of Management in Tel Aviv and an M.B.A. from INSEAD Business School. He spent 10 years in the IDF and is a Major Captain.

# About our Speakers

## **Ron Senator – Co-Founder and Managing Partner, Sphera Funds Management**

Ron co-founded Sphera Funds Management in 2004 and serves as Portfolio Manager of the Sphera strategy. Before establishing Sphera, he served as Head of JPMorgan Chase Israel and had held various investment banking and advisory roles in SG Cowen and JPMorgan in New York. Ron holds a B.A. in Economics from Bar Ilan University and an M.B.A from Yale University.

## **Ruthie Rotenberg – Amplify Co-Founder, Partner, Arakura Consulting**

Ruthie is a masterful connector of people, ideas, and resources. With an innate ability to identify synergies and forge meaningful partnerships, she helps foundations, individual philanthropists, and organizations maximize their impact through strategic collaboration. Drawing on her extensive global network, Ruthie excels at bringing funders together to learn from one another, co-create transformative initiatives, and amplify collective impact. Her research on American Jewish philanthropists, conducted as a Jerusalem Fellow at the Mandel Leadership Institute, continues to shape her work. Her work is guided by a fundamental belief in the transformative power of collaboration and knowledge-sharing to create meaningful social change.

## **Sarit Firon – Managing Partner, Team8 Capital**

Sarit is Managing Partner of Team8 Capital. One of Israel's most accomplished investors known for helping to build companies and bring them to IPO and acquisitions, Sarit brings more than 26 years of global investment and operational experience across Silicon Valley, New York, and Tel Aviv. She has held numerous operational and leadership roles, serving as CEO, CFO, Chairperson, and board member at prominent high-tech companies. She served as CFO at MediaMind during its Nasdaq IPO and acquisition by DG Corp for \$517M, as well as at P-Cube during its \$200M acquisition by Cisco. She also led the seed round of Datorama, taking an active board member role until the company's \$800M acquisition by Salesforce. Prior to joining Team8 Capital, Sarit was Managing Partner of Cerca Partners, which invested in tech companies in the Israeli ecosystem and was part of some of the most notable acquisitions and IPOs including Armis (acquired by Insight Partners for \$1.1B), Alooma (acquired by Google), Demisto (acquired by Palo Alto Networks for \$560), Dynamic Yield (acquired by McDonalds for \$300M) and Fiverr (NYSE: FVRR). Sarit's experience gives her both exceptional insight and instincts about the viability of a startup, as well as the proven ability to be an active partner in its development and growth. Sarit sits on the board of Shitufim, a social impact non-profit organization.

# About our Speakers

## **Shelly Hod Moyal - Co-Founder, iAngels**

Shelly is a finance and investment expert who co-leads iAngels, which she co-founded and scaled into one of Israel's most active venture funds. A voting member of the investment committee, she oversees deal flow, due diligence, investor relations, and portfolio management across iAngels' platform, institutional fund, and digital-asset hedge fund. A GP with numerous board positions, Shelly supports portfolio companies with marketing, finance, recruiting, fundraising, and business development. Prior to iAngels, she worked at Goldman Sachs and Avenue Capital, where she covered financials during the global financial crisis—fueling her passion for data-driven growth strategies in early-stage ventures.

## **Yael Gruenbaum Cohen - Partner, aMoon Velocity**

Yael is a Partner at aMoon Velocity and leads aMoon Alpha, an internal value-creation unit leveraging the firm's scale, talent, and network for portfolio companies. She oversees sourcing, evaluation, and strategic collaborations, and supports pharma partnerships. With 15 years in healthcare, Yael's patient-centric focus underpins her work in HealthTech investing. Previously, as General Manager of Medison Ventures, she led multiple licensing deals, scouted for over 15 pharmaceutical companies, and guided investments in orphan drugs and genetic diseases. She also launched 10+ rare-disease products at Medison Pharma, co-founded Andlit Therapeutics, and helped build WE@HealthTech. Holding a PhD in molecular genetics and a DMD, from the Hebrew University and the Weizmann Institute, Yael is the co-author of numerous scientific publications and actively supports the rare disease community.

## **Yael Simon - Amplify Co-Founder, Founder and Principal, Arakura Consulting**

Yael S Simon LL.M. bridges philanthropy and impact investment with 20+ years of experience across the UK, Europe, Israel, and internationally. As co-architect of the AMPLIFY summit, she specializes in creating strategic alignments between philanthropic capital and mission-driven investments. Drawing on extensive global networks, she designs comprehensive strategies that have mobilized over \$300M in strategic capital deployment across high-impact initiatives, maximizing both social and financial returns while ensuring measurable outcomes through sophisticated impact metrics. Yael holds certifications from the London School of Economics, an LL.M. in International Business Law, and a Masters in Organisational Leadership from Oxford, where she focused on AI in Philanthropy.

## **Yasmin Koren, CEO, Aon Israel**

Yasmin has 20 years of invaluable experience as an insurance specialist and joined Aon in January 2019. Yasmin served as the Head of Corporate Accounts, Business Development, and Multinational Programs at Migdal Insurance Company. She has amassed extensive experience in catering to the insurance needs of complex, large, and multinational organizations. With a Bachelor of Arts degree in Insurance, Yasmin graduated with honors, showcasing her dedication to excellence and expertise in the field.

# About our Speakers

## **Yigal Marcus – Principal, AllianceBernstein**

Yigal is a Principal and the Director of Bernstein's Private Wealth practice in Tel Aviv. He is a Wealth Advisor, providing asset allocation and wealth planning advice to individuals, families, entrepreneurs and small business owners, with a particular focus on advising entrepreneurs prior to and following the sale of their business. Prior to rejoining the firm in 2010, Marcus was the founder and CEO of AVTV Network, Inc., a new media company and before that he was a managing director for Maytal Securities, a boutique hedge fund specializing in risk arbitrage and ETFs. Earlier, Marcus was an equity trader for Gerber Capital Management. He began his career as a financial advisor associate with Sanford C. Bernstein & Co., Inc., working with high-net-worth clients.

## **Yoav Shoham – Co-Founder & Co-CEO, AI21 Labs**

Yoav is Professor Emeritus of computer science at Stanford University. He is Fellow of AAAI, ACM and the Game Theory Society, and among his awards are the IJCAI Research Excellence Award, the AAAI/ACM Allen Newell Award, and the ACM/SIGAI Autonomous Agents Research Award. Yoav has co-founded several AI companies, including TradingDynamics (ARBA), Katango and Timeful (GOOG), and AI21 Labs. He is the founding chair of the AI Index initiative, and chairs the Scientific Advisory Committee of Israel's National AI Initiative.

## **Yoram Nave – CEO, Clal Insurance**

[www.clalbit.co.il/](http://www.clalbit.co.il/)

# Acknowledgements

We sincerely thank **Michael Lustig** and **Fleur Hasson-Nahoum** for their exemplary leadership as co-chairs and for dedicating their time to shape the Summit. Special thanks to **Shir Marom**, **David Ram**, and **Lior Segev** from day one.

We also want to thank all the speakers, sponsors, and participants who contributed to the success of the inaugural AMPLIFY Summit. Your belief in the importance of investing in Israel—and in sharing that excitement with foundations, Federations, and family offices—was crucial to making this event possible. This is just the beginning for these organizations as they grow into new investors in Israel.

This Summit is the result of a true collaborative effort. We extend our deepest appreciation to our lead sponsors, **The Russell Berrie Foundation** and **AllianceBernstein**, whose vision and backing were instrumental in bringing this event to life. We are especially grateful to **Startup Nation Central** for their support, for hosting and providing space, and for driving the Israeli tech ecosystem forward.

Finally, our sincere thanks to you—our attendees—for your engagement and participation. We look forward to the connections, collaborations, and ultimately investments that will emerge from this Summit.

–**Yael Simon, Ruthie Rotenberg, Moshe Bellows**

*Amplify Co-Founders*

# Helpful Information

## Venues

- David Intercontinental – Kaufmann St 12, Tel Aviv-Yafo  
03-795-1111
- Startup Nation Central – 28 Lilienblum St, Tel Aviv-Yafo
- PwC – Derech Menachem Begin 146, Tel Aviv-Yafo
- TASE – 2 Ahuzat Bayit St, Tel Aviv-Yafo
- Pearl Cohen – Azrieli Sarona Tower, Derech Menachem Begin 121, Tel Aviv-Yafo

**Taxi app: Gett** (Uber isn't widely used in Israel)

## Important contacts:

- Ruthie Rotenberg +972-54-294-4670
- Moshe Bellows +1-917-806-6667
- Chen +972-54-422-5909
- Yael Simon +44-7714-771-781
- Ambulance – 101
- Police – 100

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