



**Prof. Mary McBride**

Mary is the visionary leader and Director of the Pratt Institute graduate program in Design Management, the first graduate program for creative professionals interested in strategic management and design driven economies. Also, Mary leads SPC International's strategic leadership and stewardship practice. She is an internationally renowned speaker. Her professional business experience spans several areas including marketing, strategic planning, design management, operations analysis and organizational development. As partner in SPC International and a citizen of the US and Ireland, Mary consults on innovation and leadership worldwide and is an executive coach to international business leaders in a variety of industries. Mary's experience spans publishing and entertainment, financial services, technology, retail store development, apparel and packaging, product design and merchandising. She has also worked extensively in the NGO and public sector with organizations as diverse as community service agencies, arts organizations, hospitals, schools, foundations, city, state, and international agencies

Mary received her business training at NYU's Stern Graduate School of Business and also earned an MA and PhD from NYU specializing in Marketing Communications and Systems Analysis. Mary focuses on the development of leaders and their organizational systems and management structures for peak performance. She was Director of the Management Decision Laboratory at NYU's Stern Graduate School of Business and is currently a Clinical Professor at NYU.



**Mr. Richard Green**

Richard leads SPC International's change management practice. He works with client organizations to improve organizational performance in marketing and management. Richard works with a variety of clients including financial service institutions, labor organizations, building trades, high tech companies, and non-profit organizations helping them increase their abilities to contribute to significant business improvements.

Richard's professional experience includes new product development, marketing and operations management with several Fortune 500 companies including Montgomery Ward and Citibank-Diners Club, where he was responsible for new business ventures and product development.

Richard has been on faculty at NYU's Stern Graduate School of Business and Fordham

University. He is currently on the faculty of Pratt Institute's graduate program in Design Management teaching Managing Innovation and Change; Leadership and Teambuilding; and Strategic Marketing.



**Mr. Remy Bourganel**

Remy is the creative director of Services and UI design at Nokia London, UK. Prior to this position, Remy was a senior design manager of Insight & Innovation and Design strategy at Nokia as well as interaction and experience design specialist, both in Nokia and Mitsubishi.

As a designer, he worked with companies such as Air France, Siemens, Alcatel.

Remy graduated with high distinctions from the industrial design department at the Ecole Nationale Supérieure des Arts Décoratifs in Paris



**Mr. Lahav Gil**

Lahav is the CEO and founder of Kangaroo Design Inc., a Toronto based Product Development firm offering services to the medical devices/diagnostic industries, operating in Canada, Europe, Israel and the Far East. He is a senior Industrial Designer and product development expert with 22 years of experience in commercialization of emerging technologies and a special interest in 'designing for a better world', who has actively participated in the design and launch of numerous high tech products.

Lahav specializes in implementing strategic Industrial Design as part of the corporate strategy, branding, product positioning and the roadmap to commercialize advanced medical technologies.

Lahav is also Co-founder of Humanitarian Products Group Inc., a Canadian non-profit organization that leverages his experience and skills-set to provide 'appropriate aesthetics' and Industrial Design strategies to the humanitarian aid and assistive devices sectors.



**Prof. Ezri Tarazi**

Ezri works both as head of the designers initiation program and product design at D-Vision as well as head of the MA program at Bezalel. Apart from that, he has been active as a professional designer for a number of clients who produce a range of high-tech and office equipment and devices and, on an experimental level for domestic goods.

Between 1996-2004, Ezri served as head of the Department of industrial Design at the Bezalel Academy. Between 1998–2000, he was a partner of IDEO Israel (an affiliate of IDEO California), now disbanded. From 1992 and for over a decade, Ezri has written on design issues for a number of publications.



**Efrat Gommeh**

Efrat started her education in Industrial Design at Bezalel. From there, she moved to the department of Industrial Design at the Holon Institute of Technology – from which she has graduated in 2002. Currently, she is a second year student in the Design Management (MDes) program in the Department of Industrial Design at Bezalel Academy of Art and Design.

Since 2004, she manages her own design studio, located in Tel Aviv.



**Roe Bigger**

Roe serves as a product manager for water systems and backpacks at "Source" – a major Israeli manufacture for military and civil outdoor equipment. Apart from that, he is a second

year student in the Design Management (MDes) program in the Department of Industrial Design at Bezalel Academy of Art and Design.

He graduated from the Industrial Design department at the *Bezalel Academy* in 2004. Since then he worked as a product designer and studio manager at *IDEA* and as a trainee at *Jurgen Bey's* studio in The Netherlands. Other than that, he is a member of the "*Phenomenology*" design group who presented its work in the *Salon Setallite* in Milan in 2005.



**Rae'ut Shtern**

#### **Rae'ut Stern**

Rae'ut received her BA in Psychology and in Communications with honors from Tel Aviv University in 2005. Currently, she is a second year student in the Design Management (MDes) program in the Department of Industrial Design at Bezalel Academy of Art and Design.

In 2007 she was awarded a research grant under the auspices of the President of Bezalel for research of *Universal Design* in Israel.

In addition to her studies, Rae'ut is a research assistant for Dr. Yaarah Bar-On, Vice President of Bezalel. In this position she is assisting in the establishment of the research and instruction infrastructure for advanced degrees at Bezalel.